JACK TRACY
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NBC TRADE NEWS

August 1, 1962

LIPTON TEA'S PURCHASE OF ONE-SIXTH SPONSORSHIP MAKES NBC-TV FIRST NETWORK TO RECORD A SALE FOR 1962 ELECTION COVERAGE

With the purchase of one-sixth sponsorship by Lipton Tea, NBC-TV became the first network to record a sale for its coverage of the 1962 elections, it was announced today by Max E. Buck, Vice President, Eastern Sales, NBC Television Network.

NBC News coverage of the 1962 elections, featuring Chet Huntley and David Brinkley supported by a special staff of 1,000 will start on the NBC-TV Network at 7 p.m. EST, Tuesday, Nov. 6, and will continue into the early morning hours of the following day.

Lipton Tea was a major sponsor of NBC News' television coverage of the 1960 conventions and elections. In 1960 Lipton's spokesman George Fenneman delivered commercial messages "live" from realistic convention and election settings which captured the atmosphere of the events. Lipton's commercial format this year will be similar to its 1960 format.

NBC News coverage of the election will be supervised by William R. McAndrew, Executive Vice President, NBC News, who will be assisted by Julian Goodman, Vice President, NBC News, and Elmer W. Lower, General Manager, NBC News. Reuven Frank will be the producer.

The Lipton order was placed through Sullivan, Stauffer, Colwell and Bayles Inc.

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SWEDISH AND BELGIAN SALES OF 'DICK POWELL SHOW'--IN ENTIRETY--REPRESENT NEW EUROPEAN BUYING PHASE FOR U.S. TV PROGRAMS

Continental Europe has entered a new phase in its buying of U. S. television programming.

Sweden (Sveriges Radio) and Belgium (Radiofusion TV Belge) have purchased "The Dick Powell Show" in its entirety from NBC International. These are the first sales to broadcasters on the Continent by any U. S. distributor in which all episodes of a series have been contracted for in advance.

While other U. S. television series have been sold in Europe, the sales have never consisted of more than a few selected episodes at a time. This partial purchasing has been largely due to different systems of program-scheduling on the Continent where specific time periods are rarely scheduled on a long-range or seasonal basis.

Short-term commitments to an imported series enabled these countries to test popularity. If the local audiences responded to the initial segments, additional episodes would be purchased.

Alvin Ferleger, Manager of Sales, NBC International, said:

"This complete commitment to 'The Dick Powell Show' indicates that broadcasters on the Continent are ready to study a potential import, evaluate it on its own merits, and then go all-out on their decision. Here is additional incentive for international television distributors to provide quality product."

The 29 full-hours of "The Dick Powell Show" have already been sold by NBC International to England, the Philippines, Canada, Mexico and Australia.

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NBC-New York, 8/1/62

NBC TRADE NEWS

August 1, 1962

'HOLLYWOOD: THE GOLDEN YEARS' TO HAVE ENCORE BROADCAST ON NBC-TV

Procter & Gamble Again Sponsors Hour Special on Silent Screen Era

"Hollywood: The Golden Years" -- the dramatic and penetrating study of the era of silent movies -- will be presented again on the NBC-TV Network Tuesday, Sept. 18 (10-11 p.m. EDT). The full-hour special was originally broadcast on the network last Nov. 29.

Actor-dancer Gene Kelly is narrator, both on and off-camera, for the special program. It will be sponsored again by the Procter & Gamble Company through Benton & Bowles Inc. The show, packaged by Wolper-Sterling Productions Inc., was produced and directed by David L. Wolper with Jack Haley Jr. as associate producer and Philip Rosenberg as film editor. Sidney Skolsky and Malvin Wald wrote the narration, and Elmer Bernstein composed the original musical score.

"Hollywood: The Golden Years" spans the film capital period between 1903 and 1927. It presents memorable scenes from such classic silent motion pictures of the era, as "The Great Train Robbery," the "Perils of Pauline" serials, "The Gold Rush," "The Covered Wagon," "The Birth of a Nation," "The King of Kings," "The Four Horsemen of the Apocalypse," "Greed," "The Ten Commandments," "Ben Hur," "The Sheik," "The Thief of Baghdad," "The Hunchback of Notre Dame," "Intolerance" and others, and includes the coming of the sound track in 1927 with Al Jolson's "The Jazz Singer."

Stars of silents, shown in some of their best-known films, include Pearl White, Ruth Roland, Mary Pickford, Douglas Fairbanks Sr., Gilbert Roland, Rudolph Valentino, John and Lionel Barrymore, Harold

(more)

Lloyd, Buster Keaton, Lillian and Dorothy Gish, Gloria Swanson, Greta Garbo, William S. Hart, Marie Dressler, Charlie Chaplin and Will Rogers, among others.

Also shown are the off-screen antics of such pre-sound stars as Douglas Fairbanks Sr., Mary Pickford, Charlie Chaplin and Gloria Swanson along with silent Swedish commercials for a bakery featuring a young girl named Garbo.

Great producers and directors of early films who are spotlighted in "Hollywood: The Golden Years" include Mack Sennett, James Cruze, John Ford, D. W. Griffith, Cecil B. de Mille, Rex Ingram, Robert Flaherty, Eric Von Stroheim, King Vidor and others.

In addition to seeing the stars and directors of the early days, viewers also are taken behind the cameras for a look at the business side of the industry that eventually left the East to take roots in California.

Much of the footage in the special show was not seen on the screen for many decades and a great part of it is owned by private collectors and had never been shown publicly at all. In addition to the help from private sources, Wolper received invaluable assistance from the Library of Congress, Motion Picture Academy of Arts and Sciences, New York's Museum of Modern Art, and the Motion Picture Association of America for his production of "Hollywood: The Golden Years."

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NBC-New York, 8/1/62

August 1, 1962

EISENHOWER'S APPEARANCE BEFORE TV CAMERAS IN SWEDEN
CARRIED LIVE BY NBC IN U.S.A. VIA TELSTAR SATELLITE

NBC News interrupted regular programming at 3 p.m. EDT yesterday (Tuesday, July 31) to televise live, via the Telstar satellite, the remarks of former President Dwight D. Eisenhower from Stockholm, Sweden.

The live transmission from Sweden ran eight minutes, from 3:01 p.m. to 3:09 p.m. EDT. Eisenhower was seen with Tage Erlander, Prime Minister of Sweden.

Praising the abilities of Telstar, the former President expressed confidence that the satellite would provide "greater hope for progress towards peace."

Eisenhower then presented the Prime Minister with a diploma from the People-to-People movement for the latter's work in promoting better understanding among men.

Accepting the citation, Prime Minister Erlander thanked Eisenhower for his visit to Sweden. He also spoke of the benefits of Telstar, emphasizing the "need for understanding" the satellite could provide.

Frank McGee, NBC News' anchorman for the special program, outlined Eisenhower's remaining itinerary through Europe.

The Stockholm broadcast was sent by Eurovision to England, thence to Telstar and the United States.

It was the second time in eight days NBC-TV carried live the sight and voice of an American statesman as he was seen and heard across the Atlantic. (more)

On Monday, July 23, a portion of President Kennedy's news conference in Washington was seen on NBC-TV. The segment was beamed abroad via Telstar to the European Broadcasting Union which sent the TV signal throughout most of Europe.

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NBC-New York, 8/1/62

NBC TRADE NEWS

August 2, 1962

MUTUAL OF OMAHA INSURANCE CO. IS THE SPONSOR OF 'WILD KINGDOM,' NBC SUNDAY COLOR SERIES MARKING RETURN OF MARLIN PERKINS TO TV

Marlin Perkins, world-famous naturalist, Director of the Lincoln Park Zoo in Chicago, and former host of NBC-TV's award-winning "Zoo Parade," will return to television in a new color series -- "Wild Kingdom" -- on NBC-TV beginning in January (Sundays, 3:30-4 p.m. NYT), it was announced today by Mort Werner, Vice President, Programs, NBC Television Network. The program will be sponsored by Mutual of Omaha Insurance Company.

Mr. Werner said Mr. Perkins would be host of "Wild Kingdom" and would explore the day-to-day adventure of wild animals and primitive peoples in their natural habitats. He said, "'Wild Kingdom' will show films of all parts of the world -- from the dense jungles of Equatorial Africa and the forbidding wilds of the Amazon, to the frozen wastes of the polar regions."

"The basic concept of the program is to show how wild animals and primitive peoples come to grips with their environments -- and survive," Mr. Werner said. "Mr. Perkins will make frequent use of his studio and laboratory at the zoo, to illustrate, with close-up camera angles, the animals' instinctive behavior and reaction to certain stimuli."

(more)

"Wild Kingdom" marks the return to network television of Mr. Perkins, one of America's most distinguished naturalists and one of the world's leading authorities on reptiles. On Oct. 1, 1962, he leaves the Lincoln Park Zoo to become Director of the St. Louis Zoo.

"Wild Kingdom" is a Don Meiers Production. The order was placed for Mutual of Omaha by Bozell & Jacobs, Inc.

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NBC-New York, 8/2/62

PATTI REUBEN JOINS NBC AS CASTING COORDINATOR

Patti Reuben has joined the National Broadcasting Company as Casting Coordinator, it was announced today by David Tebet, Vice President, Talent Relations, NBC Television Network.

Miss Reuben resigned her position of Production Assistant with George Schaefer's Compass Productions to join NBC. During the two and one-half years she was with Compass Productions, Miss Reuben was associated with many "Hallmark Hall of Fame" programs on NBC-TV, including "Victoria Regina," "Arsenic and Old Lace," "Give Us Barabbas," "Time Remembered," and the upcoming "Teahouse of the August Moon."

Miss Reuben was also associated with two recent productions of Norman Jewison: "The Broadway of Lerner and Loewe" and "The Judy Garland Show."

Prior to joining Compass Productions, she was with Goodson-Todman Productions, and previous to that she was Talent Coordinator of NBC-TV's "Tonight" show.

Miss Reuben has production credits with many other TV programs, including the "Du Pont Show of the Week," Jerry Lewis specials, and Pontiac specials.

She is a graduate of the Gardner School, New York City. She lives in Manhattan.

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NBC-New York, 8/2/62

NBC COLOR TELEVISION NEWS

August 2, 1962

NBC-TV VIEWERS TO HAVE BEST VANTAGE POINTS FOR THE WORLD SERIES OF GOLF

NBC's television viewers will have the best vantage points for watching the World Series of Golf at the Firestone Country Club in Akron, Ohio, on Saturday and Sunday, Sept. 8 and 9.

Action at the final six holes on both days of the 36-hole, medal-play competition will be televised in color by the NBC-TV Network from 4:30 to 6 p.m. EDT, when links champions Jack Nicklaus, Arnold Palmer and Gary Player compete for a $50,000 first prize and the title of "World Champion Golfer."

According to NBC Sports Director Tom S. Gallery, the two-day television coverage of golfdom's newest classic "will be the most ambitious, live color coverage of a golf event ever attempted."

Two color mobile units, nine color TV cameras with special telescopic lenses and a crew of 50 men, including commentators, cameramen, engineers, technicians and production personnel, will be on hand to beam the World Series of Golf to the millions in the television gallery.

Eight steel towers, ranging in height from 15 to 35 feet, will be erected alongside the final six holes as the vantage points for cameras and commentators to enable viewers at home to follow all the action on tees, fairways and greens.

(more)

The announcers will be Bud Palmer, Chick Hearn, Jack Drees and pro golfer Bob Rosburg. Three of them will report from the towers overlooking the holes, jumping in leapfrog fashion as the match between the three links champions progresses. The fourth will report on a special wireless microphone while walking along with the golfers.

The 13th hole will be covered by a camera on the platform of a fork-lift truck. After the golfers pass this hole, the truck will move to a point between the 17th green and 18th tee to pick up action at both spots.

Towers behind the 14th and 15th greens will each have one camera. At the lengthy, 625-yard 16th hole, one camera will be placed on a 35-foot tower where the dogleg hole bends to the left, and two will be atop a tower behind the green.

There will be one camera on a tower in back of the 17th green and two cameras, on separate towers, behind the concluding 18th hole. One of those at the 18th also will cover the interviews in front of the scoreboard, to the left of the green. All of the tower bases will be fenced to prevent jarring by the crowds.

Walter Schwimmer will be the executive producer of the World Series of Golf and Perry Smith will be the producer. NBC-TV's color coverage will be co-sponsored by Zenith Radio Corporation, through Foote, Cone & Belding Inc., and Amana Refrigeration Inc., through MacFarland, Aveyard & Company.

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NBC-New York, 8/2/62

NBC COLOR TELEVISION NEWS

August 2, 1962

GOLF PRO BOB ROSBURG NAMED A COMMENTATOR FOR WORLD SERIES OF GOLF

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Joining Sportscasters Palmer, Hearn and Drees for NBC-TV Color Coverage

Golf professional Bob Rosburg will join sportscasters Bud Palmer, Chick Hearn and Jack Drees as commentators for NBC-TV's color coverage of the World Series of Golf at the Firestone Country Club in Akron, Ohio, on Saturday and Sunday, Sept. 8 and 9 (4:30 to 6 p.m. EDT), NBC Sports Director Tom S. Gallery announced today.

Golf's World Series, being contested this year for the first time, pits U. S. Open champion Jack Nicklaus, Masters and British Open champion Arnold Palmer, and PGA champion Gary Player in 36-hole, medal-play competition for a $50,000 first prize. NBC-TV's two-day coverage will include the final six holes of each 18-hole round.

Rosburg, 35 years old, won the PGA title in 1959 and was the U. S. Open runner-up the same year. He won the Vardon Trophy in 1958 for the lowest scoring average on the professional tour. A professional since 1953, Rosburg is recognized primarily for his putting skills.

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NBC TELEVISION NETWORK NEWS

August 2, 1962

FRANK DE FELITTA IS SIGNED TO WRITE, PRODUCE AND DIRECT NBC CREATIVE PROJECTS DRAMA FOR 'DU PONT SHOW OF WEEK'

Frank De Felitta, whose television credits include many award-winning documentaries, has been signed to write, produce and direct one of six "living dramas" to be produced by Creative Projects, NBC News, for presentation next Fall on NBC-TV's "Du Pont Show of the Week" series (Sundays, 10-11 p.m. NYT). The program will have a hospital theme, according to executive producer Irving Gitlin, head of Creative Projects.

De Felitta spent the past three years in Hollywood where he produced "Assignment Underwater," a dramatic series for television, and was director of film programming for National Telefilm Associates. He also wrote screenplays for several feature films. One of these, "Day of the Damned," will go into production this Fall and will be filmed in Munich.

In connection with another screenplay, "Boy on a Smokestack," which has a New York City background, De Felitta returned to New York early this year. Since his return he has directed "The Chosen Child," an NBC News TV special to be presented this Fall. He and producer Robert Northshield were co-authors of this film report on adoption.

For six years before leaving New York for Hollywood, De Felitta worked as editor, writer, producer and director of various CBS-TV programs in the "Adventure," "Odyssey" and "Conquest" series, of which Gitlin was executive producer. De Felitta was a member of the production team of "Adventure" when it won a Peabody Award. He wrote

(more)

"Satan in Salem," a program in the "Odyssey" series, which won an Ohio State Award. He received the science writing award given by the American Psychological Association for "The Brain" in the "Conquest" series. Two other programs in that series which he wrote and directed also were award-winners -- "Waves" receiving a Venice Film Festival Award and "Weather" a Thomas Alva Edison Foundation Award.

Before joining CBS he wrote dramatic programs for radio and television. He attended North Carolina University and was a captain in the Army Air Force and pilot of a troop carrier from 1941-47.

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NBC-New York, 8/2/62

M THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

2-X-H

RAYMOND W. WELPOTT ELECTED TO THE NBC BOARD AND ALSO NAMED EXECUTIVE VICE PRESIDENT, OWNED STATIONS AND SPOT SALES

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Louis Hausman Elected as Vice President, General Executive, and John M. Otter as Vice President, National Sales, TV Network

FOR RELEASE MONDAY A.M., AUG. 6

Raymond W. Welpott, Vice President and General Manager of the National Broadcasting Company radio and television stations in Philadelphia, has been elected to the Board of Directors of NBC, it was announced today by Robert W. Sarnoff, Chairman of the Board. Mr. Welpott also was elected to the position of Executive Vice President, NBC Owned Stations and NBC Spot Sales. In this new position, Mr. Welpott will continue as General Manager of the Philadelphia stations and will maintain his offices in that city.

Mr. Sarnoff also announced the election of Louis Hausman to the position of Vice President, General Executive, and the election of John M. Otter to the position of Vice President, National Sales, Television Network.

Before joining the National Broadcasting Company in 1958, Mr. Welpott was Vice President of WKY Television System, Inc., and Manager of WKY and WKY-TV, Oklahoma City, Okla. Before that he was Manager of WRGB, the General Electric station in Schenectady, N. Y.

Mr. Welpott joined General Electric in 1938 and was named broadcasting accountant for nine radio stations owned by that company.

(more)

WRGB, a pioneer television station, commenced operation in 1939. Mr. Welpott was named assistant to the Station Manager for radio and television in 1946, and shortly thereafter was named Assistant Manager of WGY and WRGB. In 1955, he became Manager of the television station.

Mr. Hausman joined the National Broadcasting Company on July 17 of this year. Since 1959, he was Director of the Television Information Office and prior to that he was a Vice President of the Columbia Broadcasting System, serving that company in various posts as a divisional and corporate executive. During World War II, he served as a consultant to the Office of War Information and to the War Department's Office of Special Services. From 1954 to 1958, he was a member of the Executive Committee and Treasurer of Brand Names Foundation.

Mr. Otter was appointed Director, National Sales, NBC Television Network, last month. Prior to that he was Director, Special Program Sales. He joined the Special Sales staff of NBC in July, 1959.

With NBC since June, 1953, Mr. Otter was commercial producer of Arlene Francis' "Home" show for more than two years and associate producer of the "Today" show for three years.

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NBC-New York, 8/3/62

August 3, 1962

TOTAL OF $3,400,700 IN NEW AND RENEWED ORDERS
OVER 5-WEEK PERIOD IS ANNOUNCED BY NBC RADIO

Capping a record-breaking first half, the NBC Radio Network has gathered $3,400,700 in new and renewed orders over the past five weeks, it was announced today by George A. Graham Jr., Vice President and General Manager, NBC Radio Network.

Among the new business highlights, S. C. Johnson & Son Inc., for many years a major user of network radio, returns for a substantial campaign involving sponsorship of "News on the Hour" beginning Dec. 31. The order was placed through Needham, Louis and Brorby Inc., Chicago.

The Campbell Soup Company, on NBC Radio last year with a substantial campaign for V-8 vegetable juice, returns for another large push on behalf of that product, through Needham, Louis and Brorby Inc.

A major NBC Radio renewal order came from Chevrolet Motor Div. of General Motors for 52 weeks of "News on the Hour" sponsorship. Campbell Ewald Company, Detroit, placed the Chevrolet order.

Other leading advertisers buying into "Monitor," "News on the Hour," "News of the World," "Emphasis" and sports coverage on NBC Radio follow:

Quaker Oats Co., through Compton Advertising Inc., Chicago; and the Tyrex Inc. Savings and Loan Foundation through McCann-Erickson Inc.; American Chain Div. of American Chain & Cable Co. Inc. (for Weed tire chains), through Reincke, Meyer & Finn Inc., Chicago; International Minerals & Chemicals Corporation (Accent flavor enhancer), through

(more)

Needham, Louis & Brorby Inc., Chicago; Rexall Drug and Chemical Co., through Batten, Barton, Durstine & Osborn Inc., Los Angeles; Ralston Purina Co., through Gardner Advertising Company, St. Louis; Pepsi-Cola Co. and Curtis Publishing Co., through Batten, Barton, Durstine & Osborn Inc., New York; Jaymar-Ruby Inc. (men's trousers) through Fladell Harris and Breitner Adv. Co. Inc., New York.

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NBC-New York, 8/3/62

M THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

August 3, 1962

NBC NEWS APPOINTS DONALD V. MEANEY AS MANAGER, SPECIAL NEWS PROGRAMS, AND MALCOLM R. JOHNSON AS MANAGER, NEWS SYNDICATION

Donald V. Meaney, Manager, Special News Programs, has been appointed Director, News Programs, it was announced today by Julian Goodman, Vice President, NBC News.

In his new position, Mr. Meaney will supervise the production of all NBC News programs, including such special projects as the orbital man-shots and the trans-Atlantic TV programs via the Telstar satellite.

Mr. Goodman also announced the appointment of Malcolm R. Johnson as Manager, News Syndication. Mr. Johnson will be responsible for channeling NBC News film reports throughout the network.

Mr. Meaney joined NBC in 1952 as a news writer. Previously he had been a reporter for the Plainfield (N.J.) Courier News and news director for radio stations WCTC in New Brunswick, N.J. and WNJR in Newark, N.J.

He became national TV news manager for NBC in 1954. In 1961, he was named Manager, Special News Programs.

Mr. Meaney was active in NBC News coverage of the astronaut suborbital and orbital flights, and was pool producer for the three-network coverage of astronaut M. Scott Carpenter's flight May 24. Earlier this year he produced "Viet Nam -- Last Chance," a full-hour NBC News special.

(more)

Department, Room 320

Mr. Meaney lives in North Plainfield, N.J., with his wife, the former Ruth Donegan, and their two children, Christopher, 3, and Andrea, 5 months.

Mr. Johnson joined NBC News in April of this year, coming from CBS where he was assistant director of news for television. A newsman since 1937, he worked for the Twin Falls (Idaho) News, the Salt Lake City Tribune, United Press and the New York Herald Tribune before joining CBS in 1955.

During World War II, he was a news correspondent roving throughout the Pacific, later covered the Korean War. He has worked in Japan and Buenos Aires.

Mr. Johnson and his wife, the former Jess Frizzell of San Francisco, live in Westport, Conn. They have three sons, Steven, 14; Douglas, 12, and Richard, 10.

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NBC-New York, 8/3/62

DRAMA, TRADITIONS AND SKILLS OF INTERNATIONAL YACHT-RACING WILL BE SEEN IN "AMERICA'S CUP," SEPT. 17 NBC NEWS SPECIAL

FOR RELEASE MONDAY A.M., Aug. 6

The drama, the intense competition, the superb skills and the old-guard social traditions that are a part of international 12-meter yacht-racing will be seen on "America's Cup," a special full-hour NBC News presentation Monday, Sept. 17 (NBC-TV Network 10-11 p.m. EDT).

For the past five months, producer Bob Bendick has been filming off New South Wales, Australia; New England, New York and New Jersey, picking up background for the seven-race series which starts Sept. 15 off Newport, R. I.

This is the first Australian challenge in the 111-year history of the cup races. The Aussie boat, Gretel, carries the Southern Cross on her bow, and is the first 12-meter boat to be built in Australia.

The American boat that will defend the cup is now being selected through a series of races. Contenders are Nefertiti, Columbia, Easterner and Weatherly.

During July, Bendick, associate producer Ed Evans, writer Harry Muheim and an NBC News film crew filmed the elimination races from a 43-foot charter boat. The craft is equipped with a 22-foot-high tuna tower, useful for high-angle shots of deck action aboard the sloops.

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Wireless microphones were worn by crewmen aboard the 12-meters so that the tense excitement of their precision maneuvers could be captured on sound film.

The races will be shown as part of a larger Newport social scene -- a scene which comprises fashionable banquets at stupendous old Summer homes on the water as well as the more earthy, finger-snapping social life of the Newport Jazz Festival.

"We've been looking for action, glamour, tradition and fun," said Bendick. "And we've found them all. The people who participate in the races are deadly serious about it, but they seem to have a pretty good time, too. And why not? Anyone would enjoy riding around for the Summer on a half-million dollar boat."

The program will include films of a fashionable dinner, to be given on the eve of the race by the Australian Ambassador to the United States, Sir Howard Beale, and Lady Beale. President and Mrs. Kennedy are expected to attend the dinner.

The Ambassador will be host at The Breakers, once the famous Newport home of the Vanderbilts. The house now belongs to the Newport Preservation Society which is lending the house to the Ambassador for the dinner.

Other films will show interviews with Sir Frank Packer, the Australian publisher and industralist who built the sloop Gretel and after whose wife the craft is named; and Bill Northam, prominent member of the Royal Sydney Yacht Squadron. Commodore Irving Pratt of the New York Yacht Club will be seen with the famous America's Cup.

During August, Bendick and his crew will be filming the final trial races off Newport. Filming will continue down to the second cup race on the day of the program. The films will be developed and cut into the program from Providence, R. I., that night.

A host-narrator for "America's Cup" will be announced shortly.

-----o------ NBC-New York, 8/3/62

August 6, 1962

'THE PAT BOONE THANKSGIVING SPECIAL'--WITH PATTI PAGE AND PHIL HARRIS--
TO BE NBC-TV HOLIDAY COLOR HOUR; SPONSOR IS MOHAWK CARPET MILLS

"The Pat Boone Thanksgiving Special," starring Patti Page and special guest Phil Harris, will be a full-hour musical-variety presentation with a holiday theme to be broadcast in color on NBC-TV Thanksgiving Day, Thursday, Nov. 22 (5:30-6:30 p.m. EST), it was announced today by Lester Gottlieb, Vice President, Special Programs, NBC Television Network.

Mohawk Carpet Mills, through Maxon Inc., will sponsor the special program. It will be the third consecutive NBC-TV Thanksgiving Day show sponsored by Mohawk -- the previous shows being "Home for the Holidays" last year, and "No Place Like Home" in 1960.

"The Pat Boone Thanksgiving Special" will be produced by Roger Gimbel. Additional stars and production credits for the show will be announced.

The program marks one of Boone's rare television appearances during the past two seasons. During that time he devoted his talents to motion pictures, personal appearances and recording sessions. He currently is seen on theatre screens in "State Fair," and, in person, at The Sahara, Las Vegas. His latest recording, "Speedy Gonzales," is among the top 10 in popularity.

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NBC COLOR TELEVISION NEWS

August 6, 1962

FIVE STARS WILL COMPRISE THE COMPLETE CAST OF ROGER O. HIRSON'S 'THE OUTPOST,' PREMIERE FALL DRAMA OF 'DU PONT SHOW OF WEEK'

Neville Brand, Richard Conte, Keir Dullea, Claude Rains and Everett Sloane Signed for Sept. 16 Full-Hour Color Program

Neville Brand, Richard Conte, Keir Dullea, Claude Rains and Everett Sloane have been signed as the stars -- and entire cast -- of an original color drama, "The Outpost," which will launch the 1962-63 season on NBC-TV's "Du Pont Show of the Week" Sunday, Sept. 16 (10-11 p.m. EDT).

The teleplay by Roger O. Hirson will be the first of seven original dramas in color to be produced in New York for "Du Pont Show of the Week" by the Directors Company, a newly formed partnership of Fielder Cook and Franklin Schaffner. "The Outpost" will be directed by Cook, and produced by Jacqueline Babbin. The drama will be taped Aug. 16 in NBC's Brooklyn, N.Y., Color Studios.

In the storyline for "The Outpost," a young lieutenant arrives at a wilderness outpost and is shocked to find only four other soldiers there -- each with a stain against his military record. Even more surprising is that, when he reports enemy troop movements in the vicinity, the others accuse him of having "hallucinations."

Dullea as the lieutenant, Conte as the captain, Brand as the sergeant, Rains as the colonel and Sloane as the private are the sole

(more)

members of the cast for "The Outpost," which builds in suspense to a surprise ending.

Last season, Hirson wrote "Journey to the Day" and "The First Day," both for "Westinghouse Playhouse." His TV credits also include: "The Boss," on "Sunday Showcase"; "The Glass Wall" and "Man on a Tiger," both on "Kraft Television Theatre"; "The Miss America Story," on "Philco Television Playhouse"; and plays for "Studio One," "Playhouse 90," "Family Classics" and "Armstrong Circle Theatre." In 1957, he authored the script for "The General Motors 50th Anniversary Show."

Brand has played gangster Al Capone in TV's "The Untouchables" and in the motion picture, "The George Raft Story." His many recent films also include "The Adventures of Huckleberry Finn," "Five Gates to Hell," "Cry Terror" and "The Last Sunset."

Dullea won critical acclaim for his starring portrayal of Billy Lee Jackson in the film, "The Hoodlum Priest."

Richard Conte's recent film credits include "Pepe," "They Came to Cordura," "This Angry Age" and "Ocean's Eleven."

Rains' many distinguished TV credits include "On Borrowed Time" and "Shangri-La," both on "Hallmark Hall of Fame," and "Mister President," on "Alcoa Theatre." His recent movie credits include the roles of Philippe Rambeau in "The Earth Is Mine" and of Professor Challenger in "The Lost World." On Broadway, he has played in many hits including "Androcles and the Lion," "The Constant Nymph," "Volpone," "Darkness at Noon" and "Night of the Auk."

Sloane's many TV credits include "Hallmark Hall of Fame," "Playhouse 90," "Our American Heritage," "Armstrong Circle Theatre" and "Play of the Week." His recent film portrayals have been in "By Love Possessed," "Home from the Hill" and "Marjorie Morningstar."

(more)

"Du Pont Show of the Week" is sponsored by the Du Pont Company through Batten, Barton, Durstine and Osborn Inc. In addition to the seven dramas by the Directors Company, the new full-hour Du Pont series will present seven dramas to be produced by Lewis Freedman, two music-variety broadcasts, and six drama documentaries to be produced by Creative Projects, NBC News.

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NBC-New York, 8/6/62

M THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

August 6, 1962

NBC NEWS CORRESPONDENT RICHARD VALERIANI TRANSFERRED
TO CHICAGO FOR ROVING ASSIGNMENTS THROUGHOUT MIDWEST

Richard Valeriani, NBC News' Miami correspondent, has been transferred to Chicago where he will cover roving assignments throughout the Midwest, it was announced today by Julian Goodman, Vice President, NBC News.

Valeriani will be joining Floyd Kalber, named NBC News Chicago correspondent last year. Kalber is seen Monday-through-Friday on "NBC News Mid-Afternoon Report" on NBC-TV at 2:25 p.m. EDT.

Valeriani came to NBC News in 1961 as Cuba correspondent. He was arrested five times in 20 months by Castro forces, setting some sort of record among newsmen there.

He left Cuba earlier this year for Miami where he monitored Cuban radio and television for NBC News. Valeriani speaks fluent Spanish, Italian and French.

Valeriani is currently covering racial developments in Albany, Ga. This Fall, he will be in Michigan covering that state's gubernatorial race. And during the general election in November, Valeriani will provide NBC News with first-hand reports and analysis from the farm belt.

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s Department, Room 320

August 6, 1962

CHAMP DRUM MAJORETTE AND AN 'AVANT-GARDE' COMBO
IN MUSICAL SPOTLIGHT OF 'MARX MAGIC MIDWAY'

A championship drum majorette and an "avant-garde" combo dubbed the "Circus Seven" have joined NBC-TV's new circus-variety show, "Marx Magic Midway," which premieres Saturday, Sept. 22 (11:30 a.m.-12 noon NYT).

As previously announced, the host and ringmaster will be Claude Kirchner, who emceed "Super Circus" on another network for eight years.

The baton-twirler is pert blonde Bonnie Lee Glier, 16, winner of the National Twirling Championship Open at age 13. This will be her first TV work -- but Bonnie choreographs and stars in musicals at Westbury (Long Island, N.Y.) High School, where she will be a senior this year.

The "Circus Seven" was organized by pianist Lou Stein and will feature other top musicians including organist Dick Hyman, longtime associate of Arthur Godfrey. Mel Davis and Bernie Greenbaum are on trumpet; Sonny Russo, trombone; Romeo Penque, woodwinds and piccolo, and Bunny Shawker, drums.

Pianist-conductor Stein is featured with jazz groups in more than 20 LP albums, and as partner in Biever & Stein Productions on Madison Avenue he composes and scores music for TV commercials (such as "Let Your Fingers Do the Walking...").

(more)

Jack Miller, producer of "Marx Magic Midway," says: "Stein has composed a theme for us that smacks of modern jazz, the cha-cha and the twist -- it's unlike any circus music you ever heard. But it's great! And his other way-out arrangements should help inspire our visiting jugglers and chimpanzees, too."

Three guest acts will be spotlighted each week, including acrobats, animal acts and other thrilling attractions. In addition, three clowns will be show regulars -- Douglas Anderson (as Hokus Pokus), Paul Dooley (as Coo Coo) and 300-pound Bill Bailey (as Boom Boom).

"Marx Magic Midway" will be sponsored by Louis Marx and Co. Inc., toy manufacturers.

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NBC-New York, 8/6/62

NBC COLOR TELEVISION NEWS

August 6, 1962

TOP STARS SIGNED FOR 'ANDY WILLIAMS SHOW'
COLOR BROADCASTS ON NBC-TV NEXT SEASON

Lawrence Welk and the Lennon Sisters have been signed by producer Bob Finkel for a guest star appearance on "The Andy Williams Show," full-hour musical series in color, to be presented weekly on NBC-TV next season, beginning Thursday, Sept. 27 (10-11 p.m. NYT).

Sammy Davis Jr., and Rita Moreno also have signed for guest shots on the variety program, which will star TV, nightclub and recording star Andy Williams.

The series will be packaged by Tandem Enterprises and Barnaby Productions.

M THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

2-X-H

August 7, 1962

NBC NEWS STRENGTHENS COVERAGE OF WASHINGTON STATIONS WRC AND WRC-TV BY MAKING ITS FULL INTERNATIONAL STAFF AND FACILITIES AVAILABLE

NBC News moved today to strengthen the coverage of WRC and WRC-TV, NBC-owned stations in Washington, by making its full international staff and facilities available to the stations.

This will be accomplished by incorporating the stations' news staff in the NBC News Washington bureau.

Julian Goodman, Vice President, NBC News, and Joseph Goodfellow, Vice President and General Manager, WRC and WRC-TV, jointly announced the consolidation of the two news staffs today. The combined organization will be headed by William B. Monroe Jr., Director, NBC News, Washington.

Wallace Fanning will continue as manager of the WRC and WRC-TV staff of 10 newsmen. This staff will continue, and will expand, its coverage of the District of Columbia and the surrounding areas of Virginia and Maryland, in addition to its reports on the national government.

The stations' news broadcasts will also draw on the coverage of the 80-man staff of the NBC News bureau in Washington as well as the world-wide coverage of the entire NBC News organization.

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CORRECTIONS, PLEASE:

A sponsorship story in the NBC Daily News Report incorrectly listed the agencies for the Proctor-Silex Corporation and Sweets Company of America purchases in NBC-TV's new "Merv Griffin Show."

The agency for the Proctor-Silex Corporation's purchase is Weiss & Geller Inc. (not "E. H. Weiss," as reported). The agency for Sweets Company of America Inc., manufacturer of Tootsie Rolls, is Henry Eisen Advertising Agency (not "No Agency," as reported).

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NBC-New York, 8/7/62

August 7, 1962

"ANATOMY OF THE SENATE," SECOND PROGRAM IN NBC NEWS' "THE CAMPAIGN AND THE CANDIDATES" SERIES, WILL COVER TEN SENATORIAL RACES OF SPECIAL NATIONAL INTEREST

Ten Senatorial races of special national interest in the 1962 elections will be covered with on-the-scene film reports of campaign highlights in "Anatomy of the Senate" Saturday, Sept. 8 on the NBC-TV Network (8:30-9 p.m. EDT). This will be the second program in "The Campaign and the Candidates" series of eight NBC News special pre-election programs on NBC-TV. (Note: "Anatomy of the Senate" previously was announced for Wednesday, Sept. 26.)

The pre-election series will begin Sunday, Sept. 2 (6:30 to 7:30 p.m. EDT) with "The National Chairmen," in which Chairman John M. Bailey of the Democratic National Committee and Representative William E. Miller of New York, Chairman of the Republican National Committee, will be interviewed by Chet Huntley and David Brinkley, anchormen of NBC-TV's Election Night coverage.

NBC News correspondent John Chancellor will be host of the opening program and anchorman of the coverage presented in the following programs. He also will report on developments in the Far West. Other NBC News correspondents taking part in this series are Sander Vanocur, regional reporter for the East, Merrill Mueller, for the Midwest, Frank McGee, for the South, and Bill Ryan and Herb Kaplow, who will handle special assignments.

(more)

Chet Hagan, producer of the first seven pre-election programs, said the Senatorial races to be covered on the second program, as well as the House contests to be reported on later programs, were chosen to show the wide variety of issues and personalities in the 1962 elections. Reuven Frank will produce the eighth program and the Election Night coverage on television Tuesday, Nov. 6, starting at 7 p.m. EST.

"Anatomy of the Senate" will present film reports of the following:

The Massachusetts primary races between Edward M. Kennedy, brother of President Kennedy, and Edward J. McCormack, nephew of the Speaker of the House, who are seeking the Democratic nomination, and George Cabot Lodge and Congressman Laurence Curtis, candidates for the Republican nomination. There also will be film footage of the campaign of H. Stuart Hughes, who is running as an Independent.

The Connecticut race between Abraham Ribicoff (D.), who resigned as Secretary of Health, Education and Welfare to run for the Senate seat, and Congressman Horace Seely-Brown Jr. (R.).

The Pennsylvania contest between Democratic incumbent Joseph S. Clark and Republican Congressman James E. Van Zandt for a seat that is a key Republican target this year.

The race in Kentucky between incumbent Thruston B. Morton, former Chairman of the Republican National Committee, and Wilson Wyatt for a seat that is a key Democratic target.

(more)

The South Carolina contest between Democratic incumbent Olin D. Johnston and W. D. Workman Jr., which political observers believe will be a close one.

The Illinois race between Republican incumbent Everett M. Dirksen, Minority leader of the Senate, and attorney Sidney R. Yates.

The campaigns in Missouri of Democratic incumbent Edward V. Long and his opponent, expected to be Crosby Kemper, a recent convert to Republicanism.

The race in Wisconsin between Gaylord Nelson (D.), a two-term governor of Wisconsin, and incumbent Alexander Wiley (R.), who is seeking his fifth full term in the Senate.

The Colorado contest between Democratic incumbent John A. Carroll and Peter H. Dominick, the Republicans' choice for a key target.

The colorful race expected in Hawaii between Democratic Congressman-at-Large Daniel K. Inouye, World War II hero, and Ben F. Dillingham, a former territorial senator and scion of Hawaii's wealthiest family.

NBC film crews across the country are following the candidates to record the outstanding events in these various campaigns, Hagan said. "Anatomy of the Senate" also will use an animated map of the United States to show the comparative Democratic and Republican Senatorial strength today and the 39 races in the 1962 elections.

A revised schedule of the other programs in "The Campaign and the Candidates" series follows:

(more)

Friday, Sept. 14 (10:30-11 p.m. EDT) -- "Anatomy of the House -- Part One."

Sunday, Sept. 16 (6:30-7 p.m. EDT) -- "Anatomy of the House -- Part Two."

Wednesday, Sept. 26 (10:30-11 p.m. EDT) -- "The State House."

Sunday, Oct. 14 (5:30-6 p.m. EDT) and Sunday, Oct. 28 (5-5:30 p.m. EST) -- Broadcasts covering the most important developments in the closing stages of the campaigns, the subjects to be announced later.

Monday, Nov. 5 (10:30-11 p.m. EST) -- A preview of the Election Night coverage, focusing on the leading political personalities and attempting to evaluate the significance of national and local issues.

The pre-election series will be sponsored by The Savings and Loan Foundation.

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NBC-New York, 8/7/62

August 7, 1962

'LAUGHTER, U.S.A.' TO HAVE REPEAT BROADCAST ON 'DU PONT SHOW OF WEEK'

"Laughter, U. S. A." -- an exuberant look at American humor from its origins to the present, with George Burns as guide and commentator -- will be a repeat presentation Sunday, Aug. 26 (10-11 p.m. EDT) on NBC-TV's "Du Pont Show of the Week."

Produced and directed by Donald B. Hyatt as a "Project 20" event, "Laughter, U. S. A." was first broadcast on NBC-TV Sept. 17, 1961. The script was written by Richard Hanser and Rod Reed, and Robert Russell Bennett composed and conducted the orchestral score.

The broadcast employs archive film, still-pictures-in-action, original recordings, radio tapes and new film footage in presenting scores of American comedians and comedy acts.

These include Weber and Fields, Burns and Allen, Eddie Cantor, Jimmy Durante, W. C. Fields, the Marx Brothers, Laurel and Hardy, Buster Keaton, Milton Berle, Martin and Lewis, Ben Turpin, Charlie Chaplin, the Keystone Kops, Phil Silvers, Jack Paar, Fred Allen, Jack Benny, Bob Hope and many others.

Such figures as Benjamin Franklin, who has been called the first blossoming of American humor, the humorists who made Lincoln laugh during the Civil War, and Mark Twain also are spotlighted.

According to Hyatt, who is Director of NBC Special Projects, "the predominant tone from beginning to end is amusement, enjoyment, the sheer fun of the thing."

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2-X-H

NBC COLOR TELEVISION NEWS

August 8, 1962

WORLD PREMIERE OF NEW MENOTTI OPERA AND FIRST COMPLETE TV PRESENTATION OF BACH'S "ST. MATTHEW PASSION" ARE NBC OPERA COMPANY '62-'63 FEATURES

Three Productions of Past Seasons Included in Fall-Winter Schedule

The world premiere of a new opera by Gian Carlo Menotti and the first complete presentation on television of Bach's "St. Matthew Passion" will be the highlights of the NBC Opera Company schedule for the 1962-63 season, it was announced today by producer Samuel Chotzinoff.

In addition, three of the outstanding productions of past seasons will be repeated. These are "Boris Godunov" by Moussorgsky, "Amahl and the Night Visitors" by Menotti and "The Love of Three Kings" by Montemezzi. All of the presentations except "Amahl" will be in color.

Menotti was commissioned to write his new opera two years ago. He expects to have it ready for production on NBC-TV in the early Spring. NBC has scheduled it for Sunday, March 3. The opera will be of one-hour duration, approximately the same as "Amahl," which was also commissioned by the National Broadcasting Company. Other Menotti operas commissioned by NBC include "The Old Maid and the Thief," and "Maria Golovin."

Johann Sebastian Bach wrote his "St. Matthew Passion" while he was in charge of the music for St. Thomas' Church in Leipzig. It

(more)

was first performed there in 1729, with a chorus and an orchestra of probably fewer than 30 each. The NBC Opera Company will use a slightly larger complement of singers and players, about 30 to 35 each, but will not follow the frequent modern pattern of using huge choral and instrumental forces. NBC will present the great work in two parts Saturday, April 6 and Sunday, April 7. The production will be four hours in length, making it the longest in the NBC Opera Company's history. It will be conducted by Alfred Wallenstein, who last season conducted "The Love of Three Kings" for the NBC Opera Company.

Kirk Browning again will be director of the NBC Opera Company productions. Samuel Chotzinoff is producer. Following is the schedule of dates for the 1962-63 season, which will be the 14th consecutive season of the NBC Opera Company:

Nov. 18, 1962.....Boris Godunov
Dec. 23, 1962.....Amahl and the Night Visitors
Jan. 27, 1963.....The Love of Three Kings
March 3, 1963.....New Menotti opera (untitled)
April 6, 1963.....St. Matthew Passion, Part I
April 7, 1963.....St. Matthew Passion, Part II

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NBC-New York, 8/8/62

M THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

August 8, 1962

NBC NEWS COVERAGE IN LOS ANGELES AND SAN FRANCISCO
STRENGTHENED BY STAFF AND PROGRAM EXPANSION

A series of moves to strengthen further the NBC News coverage in Los Angeles and San Francisco was announced today by William R. McAndrew, Executive Vice President, NBC News.

The staffs and programming of NBC News in both cities will be expanded to meet the potential of news coverage in a state that will become the most populous in the nation by the end of this year, Mr. McAndrew said.

Cecil Brown, NBC News correspondent in Tokyo for the past four years, has been assigned to the Los Angeles bureau effective Sept. 1. He will report developments in the Western states for news programs of the NBC Television and Radio Networks and will appear locally on daily news programs of NBC stations KRCA-TV in Los Angeles and KNBC in San Francisco.

One of the local programs will be a new analysis and background series, starting on KRCA-TV Oct. 1 (Mondays-through-Fridays, 6:15-6:30 p.m. PDT), in which Brown and NBC News correspondent Elmer Peterson will provide the commentary. Brown will analyze national and international developments, while Peterson will deal with West Coast news.

Brown is the second correspondent to be added to the 27-man Los Angeles staff in the past few weeks. Earlier, Thomas Pettit, of "The Huntley-Brinkley Report" and "Chet Huntley Reporting," was assigned

(more)

to the bureau, joining Peterson and NBC News aerospace correspondent Roy Neal.

In San Francisco, the news staff of radio station KNBC has been incorporated into NBC News, making available to the station the world-wide staff and facilities of the network news organization. KNBC is planning a daily news program featuring Cecil Brown.

The expansion in both Los Angeles and San Francisco bureaus will contribute to a more thorough and flexible coverage of California's gubernatorial election this November. In addition, the increase in the San Francisco staff will improve the functioning of the bureau as receiving point for coverage of the Far East.

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NBC-New York, 8/8/62

M THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

August 8, 1962

HERBERT HOOVER ADDRESS AND CEREMONIES CELEBRATING HIS 88TH BIRTHDAY WILL BE BROADCAST BY NBC-TV FROM IOWA

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Program Is in Addition to NBC Radio Special Announced Earlier

An address by former President Herbert Hoover and ceremonies marking his 88th birthday will be presented live from his birthplace at West Branch, Iowa, in a special NBC News program Friday, Aug. 10 (NBC-TV Network, including WNBC-TV, 1-1:30 p.m. EDT).

The former President will receive two honorary degrees and will participate in the dedication of a new library to be named in his honor. The proceedings will be covered by a pool of Iowa broadcasters, with which NBC News is cooperating.

The program, "Herbert Hoover's 88th Birthday," will be produced by Chet Hagan. James Kitchell will supervise the NBC News pickup from West Branch.

* * *

As announced earlier, the NBC Radio Network, except WNBC, will broadcast a Herbert Hoover "Birthday Special," with excerpts from addresses by Former Presidents Hoover and Harry S. Truman, Friday, Aug. 10 from 9:30 to 10 p.m. EDT. WNBC only will carry the radio program at 11:15-11:45 p.m. EDT. The highlights of the celebration in West Branch, Iowa, will be tape-recorded by the radio network earlier in the day.

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M THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

August 8, 1962

TEXAS CLUB OF N.Y.C. AWARDS TWO SCHOLARSHIPS TO NORTH TEXAS STATE DUE TO ACHIEVEMENTS OF SCHOOL'S TEAM ON NBC'S COLLEGE DEBATES

Two full-tuition scholarships have been awarded to North Texas State University in Denton by the Texas Club of New York City in recognition of the honor brought to the school and to Texas by two of the university's debaters on the recent "International Championship Debate" on the NBC-TV and NBC Radio networks and the "Championship Debate" series on NBC-TV.

The students, Anne Hodges and John Swaney, won the National Television Debate Championship on NBC's 16-week "Championship Debate" series last Spring. They then went on to defeat two debaters from England's Oxford University on the "International Championship Debate" full-hour special July 3.

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Department, Room 320

NBC COLOR TELEVISION NEWS

August 8, 1962

NBC-TV NETWORK COLOR BROADCAST SCHEDULE

For September, 1962 (All Times EDT)

Saturday, Sept. 1

9:30-10 a.m. -- "Pip the Piper"

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

7:30-8:30 p.m. -- "Tales of Wells Fargo"

9-11 p.m. -- "Saturday Night at the Movies" - "Bird of Paradise"

Sunday, Sept. 2

5:30-6 p.m. -- "Patterns in Music"

6-6:30 p.m. -- "Meet the Press"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

Monday through Friday, Sept. 3-7

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12 noon-12:30 p.m. -- "Your First Impression"

2-2:25 p.m. -- "The Jan Murray Show"

11:15 p.m.-1 a.m. -- "Tonight"

Monday, Sept. 3

8:30-9 p.m. -- "The Price Is Right"

Tuesday, Sept. 4

7:30-8:30 p.m. -- "Laramie"

(more)

Wednesday, Sept. 5

7:30-8:30 p.m. -- "Wagon Train"

10-10:30 p.m. -- "Play Your Hunch"

10:30-11 p.m. -- "David Brinkley's Journal"

Thursday, Sept. 6

9:30-10 p.m. -- "The Lively Ones"

10-11 p.m. -- "Sing Along With Mitch"

Saturday, Sept. 8

9:30-10 a.m. -- "Pip the Piper"

10-10:30 a.m. -- "The Shari Lewis Show" (Season premiere)

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

4:30-6 p.m. -- "World Series of Golf"

7:30-8:30 p.m. -- "Tales of Wells Fargo"

Sunday, Sept. 9

4:30-6 p.m. -- "World Series of Golf"

7-7:30 p.m. -- "The Bullwinkle Show"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

Monday through Friday, Sept. 10-14

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12 noon-12:30 p.m. -- "Your First Impression"

2-2:25 p.m. -- "The Jan Murray Show"

11:15 p.m.-1 a.m. -- "Tonight"

Monday, Sept. 10

8:30-9 p.m. -- "The Price Is Right"

Tuesday, Sept. 11

7:30-8:30 p.m. -- "Laramie"

(more)

3 - September Color Schedule

Wednesday, Sept. 12

10-10:30 p.m. -- "Play Your Hunch"

10:30-11 p.m. -- "David Brinkley's Journal"

Thursday, Sept. 13

9:30-10 p.m. -- "The Lively Ones"

10-11 p.m. -- "Sing Along with Mitch"

Saturday, Sept. 15

9:30-10 a.m. -- "Pip the Piper"

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

8:30-9 p.m. -- "The New Joey Bishop Show" (Premiere)

Sunday, Sept. 16

5:30-6 p.m. -- "Patterns in Music"

6-6:30 p.m. -- "Meet the Press"

7-7:30 p.m. -- "The Bullwinkle Show"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

10-11 p.m. -- "Du Pont Show of the Week" - "The Outpost" (Season premiere)

Monday through Friday, Sept. 17-21

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12 noon-12:30 p.m. -- "Your First Impression"

2-2:25 p.m. -- "The Jan Murray Show"

11:15 p.m.-1 a.m. -- "Tonight"

Monday, Sept. 17

9:30-10 p.m. -- "The Price Is Right" (Note new time period)

Tuesday, Sept. 18

7:30-8:30 p.m. -- "Laramie"

(more)

4 - September Color Schedule

Wednesday, Sept. 19

7:30-9 p.m. -- "The Virginian" (Premiere)

10-10:30 p.m. -- "Play Your Hunch"

10:30-11 p.m. -- "David Brinkley's Journal"

Thursday, Sept. 20

9:30-10 p.m. -- "Hazel" (Season premiere)

10-11 p.m. -- "Sing Along with Mitch"

Friday, Sept. 21

10-11 p.m. -- "The Jack Paar Show" (Premiere)

Saturday, Sept. 22

9:30-10 a.m. -- "Pip the Piper"

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

8:30-9 p.m. -- "The New Joey Bishop Show"

9-11 p.m. -- "Saturday Night at the Movies" - "Gentlemen Prefer Blondes" (Season premiere)

Sunday, Sept. 23

5:30-6 p.m. -- "The Bullwinkle Show" (Season premiere, new time period)

6-6:30 p.m. -- "Meet the Press"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color" (Season premiere)

9-10 p.m. -- "Bonanza" (Season premiere)

10-11 p.m. -- "Du Pont Show of the Week"

Monday through Friday, Sept. 24-28

6:30-7 a.m. -- "Continental Classroom" - American Government (Repeat course premieres Sept. 24)

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

(more)

Monday through Friday, Sept. 24-28 (Cont'd)

12 noon-12:30 p.m. -- "Your First Impression"

2-2:25 p.m. -- "The Jan Murray Show"

11:15 p.m.-1 a.m. -- "Tonight"

Monday, Sept. 24

9:30-10 p.m. -- "The Price Is Right"

10-11 p.m. -- "Bell Telephone Hour" (Season premiere)

Tuesday, Sept. 25

7:30-8:30 p.m. -- "Laramie" (Season premiere)

8:30-9:30 p.m. -- "Empire" (Premiere)

Wednesday, Sept. 26

7:30-9 p.m. -- "The Virginian"

10-10:30 p.m. -- "Play Your Hunch"

Thursday, Sept. 27

9:30-10 p.m. -- "Hazel"

10-11 p.m. -- "The Andy Williams Show" (Premiere)

Friday, Sept. 28

8:30-9:30 p.m. -- "Sing Along with Mitch" (Season premiere, new time period)

10-11 p.m. -- "The Jack Paar Show"

Saturday, Sept. 29

9:30-10 a.m. -- "Ruff and Reddy" (Premiere)

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

8:30-9 p.m. -- "The New Joey Bishop Show"

9-11 p.m. -- "Saturday Night at the Movies" - "Broken Lance"

(more)

6 - September Color Schedule

Sunday, Sept. 30

5:30-6 p.m. -- "The Bullwinkle Show"

6-6:30 p.m. -- "Meet the Press"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

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NBC-New York, 8/8/62

JACK TRACY
ROOM 320

2-X-NBC TELEVISION NETWORK NEWS

August 9, 1962

ROBERT ASMAN TO PRODUCE NEW FALL SERIES
OF 'THIS IS NBC NEWS' ON TV SUNDAYS

Robert Asman, associated producer of NBC-TV's award-winning "David Brinkley's Journal," will produce the new Fall series of "This Is NBC News" -- TV's weekly news magazine -- it was announced today by William B. Monroe Jr., Director, NBC News, Washington.

Asman will take over his new duties on "This Is NBC News" on Oct. 14 when the Sunday afternoon news program will be broadcast two hours earlier -- at 4:30 p.m. EDT -- and also alter its format to provide comprehensive coverage of the week's top news stories.

"'This is NBC News' will resemble a weekly news magazine in several ways," said Asman. "Each program will continue to open with a summary of the late news by anchorman Ray Scherer in Washington. Then we will present four or five comprehensive filmed news reports from our correspondents at home and abroad on major news events of the past week. The correspondents will be able to update the audio portion of these reports up until the day of broadcast in order to include the latest developments. We will also be presenting feature stories from our newsmen from time to time."

Asman, 36, joined NBC last Summer when he was named associate producer of the new NBC News series, "David Brinkley's Journal." He came to NBC from CBS where he had been production manager of "The Twentieth Century" throughout its four seasons, starting in 1957. Previously he was production manager of the film-producing organization, "Information Productions," which he joined in 1950.

(more)

Asman served with the U. S. Navy in the Pacific during World War II and later attended Champlain College and Columbia University where he studied communications and journalism. While at Columbia University, he worked as an NBC guide and learned radio announcing at a network class. He later was an announcer and producer with radio stations in Rochester -- where he was born -- and Geneva, N. Y.

He is married to the former Nancy Johnston, who was an NBC guidette when he worked as a guide. They live in Washington, D. C., with their two children, David,8, and Melinda, 12.

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NBC-New York, 8/9/62

JACK TRACY
ROOM 320

2-X-H

NBC COLOR TELEVISION NEWS

'THE INTERROGATOR,' DRAMA SET AGAINST YEARS OF CONFLICT PRECEDING INDEPENDENCE OF CYPRUS, WILL BE 'DU PONT SHOW OF WEEK' COLOR HOUR

- - -

Lewis Freedman Production to Have Script by Don M. Mankiewicz

FOR RELEASE MONDAY A.M., AUG. 13

"The Interrogator," color broadcast drama set against the years of tragic conflict that preceded independence for the Mediterranean island of Cyprus, will be produced by Lewis Freedman as an NBC-TV "Du Pont Show of the Week" Sunday, Sept. 23 (10-11 p.m. EDT).

The adaptation by Don M. Mankiewicz of Troy Kennedy Martin's original teleplay, presented last year in England on the BBC-TV network, will be the first of at least seven color dramas to be produced for "Du Pont Show of the Week" by Freedman during 1962-63. Last season, Freedman produced five dramas for the Du Pont series.

"The Interrogator" will be directed by Jack Smight with Jim Ambandos as associate producer, Budd Wilds as unit manager and Wendy Sanford as production assistant. A cast will be announced shortly for the broadcast to be taped Sept. 7 in NBC's Brooklyn, N. Y., color studios.

In the storyline for "The Interrogator," an English superintendent of police, Fallon, must deal in kind with a Cypriote terrorist, Kiki, who is using the revolution to further his own greed and ambition.

(more)

The drama is centered around the period of peak terrorist activities on Cyprus -- necessitating harsh British disciplinary measures. Its theme, according to Freedman, is that terrorism is a disease that corrupts all who are exposed to it.

"Although 'The Interrogator' takes place on Cyprus," Freedman said, "its story is particularly significant today. The truth of the play could apply to almost any country where the nationalistic urge is being expressed in its peculiar 20th Century form."

Don M. Mankiewicz is a prolific writer of novels, short stories, screenplays and television plays. A former reporter for New Yorker Magazine, his novels include "See How They Run" and "Trial," and his motion picture credits include "Fast Company," "Trial," "House of Numbers" and "I Want to Live." He has authored original TV plays for "Playhouse 90," "Studio One," "Schlitz Playhouse" and "Producer's Showcase."

"Du Pont Show of the Week" is sponsored by the Du Pont Company through Batten, Barton, Durstine and Osborn Inc.

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NBC-New York, 8/10/62

August 10, 1962

NBC NEWS NOTES

NBC News Washington correspondent Ray Scherer received a letter from Peace Corps Associate Director Bill Moyers.

It said: "In the week immediately following the NBC re-run of 'The Peace Corps in Tanganyika,' we received 5,950 letters requesting information about the Peace Corps. This was the greatest number of letters the Peace Corps has received in any single week since the President established it on March 1, 1961. Congratulations!"

The Peace Corps has acquired 20 color prints of "The Peace Corps in Tanganyika" program for use throughout the U. S. for recruiting purposes.

* * *

NBC News director Jack Fuller and cameraman Doug Downs were on location with the New York City Fire Department filming a "Du Pont Show of the Week" documentary sequence when they got too close to the action and were overcome by smoke. The Fire Department's rescue unit revived Jack and Doug with oxygen and they were sent home to sleep it off.

* * *

Ron Steinman, reporter for NBC News' "Chet Huntley Reporting," says the Brazilians are just a little bit too friendly.

In Brazil recently gathering material for the TV series, Steinman noted, "The Brazilians wanted to be friendly and so they'd never say no. Seems they didn't want to hurt our feelings. A

(more)

cameraman and I, riding along, would stop to ask if such and such a town was up ahead. The answer always was 'Si.'

"We would drive on, and no town. Then we would ask if the town was back the way we had come and we would get the same 'Si.' We finally gave up and got a map."

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NBC-New York, 8/10/62

NBC COLOR TELEVISION NEWS

August 10, 1962

JAMES MURRAY ADDED TO 'ANDY WILLIAMS SHOW' WRITING STAFF

James Murray, sports columnist for the Los Angeles Times and its syndicate, has been added to the writing staff of "The Andy Williams Show," full-hour color variety program, which premieres on NBC-TV Thursday, Sept. 27 (10-11 p.m. NYT).

Murray, with Time Magazine and Sports Illustrated before joining the Los Angeles Times a year ago, joins a writing team that includes Bill Persky and Sam Denhoff, formerly associated with Steve Allen. The staff is headed by Mort Green, a former writer for Perry Como.

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JACK TRACY
ROOM 320

2-X-H

NBC TRADE NEWS

August 13, 1962

NBC RADIO AFFILIATES COMMITTEE TO MEET
IN COLORADO SPRINGS AUG. 19-21

The NBC Radio Affiliates Executive Committee will meet Sunday through Tuesday, Aug. 19-21, at the Broadmoor in Colorado Springs, Colo.

NBC will be represented by William K. McDaniel, Executive Vice President, NBC Radio Network; George A. Graham Jr., Vice President and General Manager, NBC Radio Network, and Tom Knode, Vice President, Station Relations.

The members of the NBC Radio Network Affiliates Executive Committee are: William Grant, KOA, Denver, Colo., Chairman; John Tansey, WRVA, Richmond, Va., Vice Chairman; Lyall Bremser, KFAB, Omaha, Nebr., Secretary-Treasurer; Thomas Baines, WDAY, Fargo, N.D.; Les Biederman, WTCM, Traverse City, Mich.; Gustav Brandborg, KVOO, Tulsa, Okla.; Thomas Carr, WBAL, Baltimore, Md.; Robert Rich, WDSM, Duluth, Minn.; and Stan Torgerson, WMC, Memphis, Tenn.

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August 13, 1962

PREMIERE DATE OF 'THE TONIGHT SHOW STARRING JOHNNY CARSON' IS ADVANCED ONE WEEK--TO MONDAY, OCT. 1--ON NBC-TV NETWORK

The premiere date of the "Tonight Show Starring Johnny Carson" has been moved up to Monday, Oct. 1, instead of Monday, Oct. 8, on the NBC-TV Network (Monday through Friday, in color, 11:15 p.m.-1 a.m. EDT). Carson is taking over as permanent host of the late-night color show, after a 26-week period during which interim hosts served on the program.

Seventeen different hosts will have appeared on "Tonight" by the time Carson takes the permanent spot, the list including Art Linkletter, Joey Bishop, Bob Cummings, Merv Griffin, Jack Carter, Jan Murray, Peter Lind Hayes, Soupy Sales, Mort Sahl, Steve Lawrence, Jerry Lewis, Jimmy Dean, Arlene Francis, Jack E. Leonard, Hugh Downs, Groucho Marx and Hal March.

The "Tonight Show Starring Johnny Carson" is completely sold out three months before its Oct. 1 premiere.

1 THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

CHET HUNTLEY AND NBC HONORED BY MISSOURI FARMERS ASSOCIATION FOR DISTINGUISHED SERVICE TO AGRICULTURE

NBC News commentator Chet Huntley and the National Broadcasting Company today received an Award for Distinguished Service to Agriculture from the Missouri Farmers Association.

The award particularly cited Huntley for his "excellent documentary, 'The Land,'" and for "the consistent high quality of your nightly newcasts." "The Land," an examination of the American farm, was broadcast in color on NBC-TV Tuesday, March 13.

The text of the award follows:

> To Chet Huntley and the National Broadcasting Company:
>
> Because of your excellent documentary, The Land, which told a story that needed telling;
>
> Because of your sympathetic understanding of the farm problem and farm people;
>
> Because of your genuine interest in the farmers of this nation, and furthermore,
>
> Because of the consistent high quality of your factual nightly newscasts,
>
> You have achieved for yourself and your network great distinction and high esteem.
>
> For these reasons, the Missouri Farmers Association is proud to present to you this Award for Distinguished Service to Agriculture.

The award was signed by Fred V. Heinkel, President of the Missouri Farmers Association, Inc.

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NBC-New York, 8/13/62

Department, Room 320

SPECIAL REPORT ON TWO RUSSIAN SPACE CRAFT FEATURED ON 'THIS IS NBC NEWS'

The launching of two manned space craft by Russia over the weekend was covered by NBC News in a special half-hour report on "This Is NBC News" Sunday afternoon (Aug. 12) on NBC-TV (6:30 p.m. EDT).

The report pre-empted the program originally scheduled for "This Is NBC News." The coverage included films of the television pictures transmitted from the space capsules showing the Soviet astronauts in flight. The signals were beamed to Moscow and then fed to Eurovision, the West Europe television network. The pictures were then kinescoped in London and flown to New York.

The program also presented a voice report from NBC Newsman Russell Jones in Moscow and filmed man-on-the-street interviews between NBC News Moscow correspondent Frank Bourgholtzer and Moscovites. NBC News Senior European correspondent Joseph C. Harsch reported on English re-action to the space feat. NBC News correspondents Peter Hackes and Robert McCormick, in Washington, discussed the event in terms of American space progress and reported on Congressional reaction.

Ray Scherer is Washington anchorman for "This Is NBC News." Merrill Mueller was anchorman for the New York segments.

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NBC-New York, 8/13/62

NBC TELEVISION NETWORK NEWS

August 13, 1962

PAT FONTAINE IS NAMED 'TODAY GIRL'

Pat Fontaine, popular St. Louis television personality, has been chosen as the new "Today Girl" on NBC-TV's early-morning "Today" show, it was announced today by Carl Lindemann Jr., Vice President, Special Projects, NBC News. Her new assignment begins tomorrow (Aug. 14).

Regular viewers of "Today" are already familiar with the attractive brunette performer, for Pat was on the "Today" panel during the weeks of July 16 and 23. She won a wide following which led to her selection for the "Today Girl" role on a regular basis.

Pat, who for the past four years has been presenting the weather twice each night on TV in St. Louis, will also give the "Today" forecasts. In addition, she will interview guests and participate in many other features on the Monday-through-Friday (7-9 a.m. EDT) series.

Pat is a native of Salt Lake City, Utah, and attended the University of Utah.

She is the mother of five children, who range in age from 9 to 16, and has been in broadcasting for 10 years. Pat began her career in 1952 on radio station KVLC in Little Rock, Ark. Two years later she moved to KARK-TV in the same city as women's program director and one of her first assignments was as producer and hostess of an imaginative children's show, "Pat's Party." During the next four years she also appeared on "Little Rock Today," a women's series; "Young Ideas," a panel show for teenagers, and other local TV and radio programs. At one time she was appearing on 17 programs a week.

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In 1958 Pat moved to St. Louis as the weather girl and was soon one of the city's most popular TV personalities. In addition to her weather programs, Pat has also filmed two educational series, "Outside In" and "Wildlife," which have been seen in New York, Los Angeles, Chicago and Philadelphia, as well as St. Louis. Pat has been an active member of the Women's Advertising Club of St. Louis and has been in demand as a guest speaker.

She has rented a house in Yonkers, N. Y., where she will soon be joined by her five children. They are: Patricia Anne, 16; Lamar III, 15; Pamela Gay, 14; Charlotte Kathryn, 12, and Phillip John, 9.

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NBC-New York, 8/13/62

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August 14, 1962

NBC FILMS MAKES THE YEAR'S LARGEST SINGLE SALE
IN TV SYNDICATION WITH McCULLOCH MOTORS' BUY
OF "THE DEPUTY" (26 EPISODES) IN 117 MARKETS

The year's largest single sale in television syndication has been made by NBC Films. The McCulloch Motors Corporation will sponsor 26 episodes of the NBC Films' "The Deputy" series in 117 markets throughout the country.

The multi-market purchase was negotiated in Los Angeles by Fuller & Smith & Ross, Inc., advertising agency for McCulloch's chain saw division. The sponsorship, with filmed commercials demonstrating the chain saws, will begin this October on individual stations from coast to coast.

Bill Breen, Vice President, Sales, NBC Films, said: "McCulloch's 'Target: Television' plan calls for a quality series, an established star, a wide spread of selected markets, and straight film commercials to show their chain saws in action. We helped solve the problem with 'The Deputy,' a rugged open-air series starring Henry Fonda."

"The Deputy" has been sold in 174 markets since NBC Films entered the series in the syndication market last year. The McCulloch purchase, the biggest made in the syndication industry this year, also marks the fourth NBC Films multi-market sale in 1962.

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August 14, 1962

DORIS ANN, MANAGER OF NBC TELEVISION RELIGIOUS PROGRAMS, RETURNS WITH PRODUCTION STAFF AFTER FILMING FOUR 'CATHOLIC HOUR' BROADCASTS OVERSEAS

Doris Ann, manager of NBC Television religious programs, returned to New York with a network task force yesterday (Aug. 13) after a 10-week period of filming four programs in 19 cities in eight countries in Europe and the Near East.

The programs, devoted to the history and development of the Roman Catholic Church, will be broadcast by "The Catholic Hour" on the NBC-TV Network in May, 1963. They are being produced in cooperation with the National Council of Catholic Men.

With Miss Ann, who is executive producer of the filmed history, were Martin Hoade, producer-director, and Joseph Vadala, director of photography. Representing the National Council of Catholic Men on the overseas mission were Richard Walsh, director of its Radio and Television Department, and the Rt. Rev. Msgr. John J. Dougherty, president of Seton Hall University, South Orange, N.J.

The filming was done in Italy, Jordan, Lebanon, Turkey, Greece, France, Switzerland and West Germany. The series will be a Public Affairs presentation of NBC News.

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'DOROTHY GORDON YOUTH FORUM' STUDY OUTLINE UTILIZED AT GIRL SCOUT SENIOR ROUNDUP

At the 50th Anniversary Girl Scout Senior Roundup, held July 20-29 at Button Bay, Vt., copies of a study outline on "Moral and Spiritual Values" were distributed through the courtesy of NBC's "Dorothy Gordon Youth Forum."

The outline was used to stimulate discussion in forums held at the encapment of 8,500 teen-age girls and the 1,700 adult leaders representing every area of the United States and 21 foreign countries.

The study outline was the one Mrs. Gordon prepared in connection with a broadcast last April in which Jackie Robinson, the former baseball star who is now a business executive, joined four high school students in discussion of the question "Does Youth Understand Moral and Spiritual Values?" The forum is broadcast weekly on the NBC Radio Network and, locally on WNBC-TV, New York.

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NBC-New York, 8/14/62

CREDITS FOR "HERE'S HOLLYWOOD" ON NBC-TV

Title:	"Here's Hollywood."
Time:	NBC-TV, Monday through Friday, 4:30 to 4:55 p.m. NYT.
Original Starting Date:	Sept. 26, 1960.
Co-Hosts:	Helen O'Connell and Jack Linkletter.
Format:	Interviews taped on location with well-known showbusiness personalities at such varied global spots as New York, Paris, London, Rome, Tokyo and Seville, as well as Hollywood, Calif.
Directed by	Gene Law and Van Fox.
Written by	Liz Murphy, Bill Walker and Martin Wark.
Production Manager:	Jerry Markus.
Production Staff:	Frances Jones and Nanette Eiland.
Produced by	William Kayden
Associate Producer:	Martin Wark
Executive Producer:	Jess Oppenheimer and Peer Oppenheimer
Technical Director:	Jerome Ireland
Assistant Director:	Bob Gilmore
Unit Managers:	Joe Kay and P. Dean Reed
Production by	O and O Productions Inc.
Sponsors:	Various
Origination:	On tape from Hollywood
NBC Press Representatives:	Jane Ober (Hollywood) and Bob Goldwater (New York).

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NBC-New York, 8/14/62

August 14, 1962

MONDAY-THROUGH-FRIDAY MORNINGS ON NBC-TV

IS THE TIME AND PLACE TO 'SAY WHEN'

Every weekday morning, Art James helps to get the TV day for millions of viewers off to a pleasant, fun-filled start by conducting a prize-shopping expedition.

The occasion is NBC-TV's "Say When" audience-participation show, which is presented Mondays through Fridays from 10 to 10:30 a.m. NYT. James, the host of the program, describes it as "a suspense-filled, do-it-yourself game in which the contestants pick their own prizes."

Two players compete at a time by selecting items of merchandise from the "Say When" board. The winner of each round is the one who picks the prizes having a total retail value closest to, without exceeding, the previously announced goal. The limits may range from $800 to $3,600, and the prizes run the gamut from moderate awards (home appliances, sports equipment, furniture) to lavish "dream" gifts (fur coats, diamond rings).

Contestants alternate in choosing prizes from among four items displayed at a time. After one is picked, another takes its place on the prize board until the total of 12 for each game is reached. After each selection, the value of the prize is revealed and added to the running total kept on the scoreboard behind each player.

When a contestant feels he has come as close as possible to the announced goal, he may "Say When." If a prize he picks puts him over the limit, he automatically loses that round. The player

(more)

whose total is closest to the goal wins the round and the prizes he has chosen, and the one winning two out of three games is the champion and gets to meet a new opponent.

Dresses, coats, furs, jewelry and other items posted on the prize board are often displayed by the show's two pretty models, Ruth Hasely and Emily Banks (a former "Miss Rheingold"). Another novel prize feature are the "blank checks" which turn up in every game. These checks may permit the contestant to select, for example, from one to 100 bottles of a famous perfume, or one to 50 square yards of carpeting, or one to 50 cases of chile con carne, with the exact number to be filled in by the contestant and the dollar value added to his total.

"Say When," packaged by Goodson-Todman Productions in association with NBC-TV, has been on the network since Jan. 2, 1961. S. Robert Rowe is the producer and Don Bohl the director.

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NBC-New York, 8/14/62

CREDITS FOR 'SAY WHEN' ON NBC-TV

Time:	NBC-TV Network, Monday through Friday, 10 to 10:30 a.m. NYT
Host:	Art James
Format:	Audience-participation show in which contestants pick their own prizes. Two players compete at a time, each trying to select enough merchandise so the total retail value comes as close as possible to a previously announced goal. The price of each item is not revealed until after it is selected. The player who comes closest to the goal without exceeding it wins the game and the prizes he has chosen. The first player to win best-two-of-three games is the champion, and then faces a new challenger.
Models:	Ruth Hasely and Emily Banks
Announcer:	Wayne Howell
Producer:	S. Robert Rowe
Director:	Don Bohl
Associate Producer:	Ted Cooper
Associate Director:	Eleanor Tarshis
Production Coordinator:	Ron Kweskin
Program Staff:	Betty Beaird, Shirley Fischer, Jerry Layne, Jane Lillibridge, Robin Pollack
Unit Manager:	Glenn Botkin
Packaged by:	Goodson-Todman Productions, in association with the NBC-TV Network
Sponsors:	Various
Origination:	NBC-TV Studios, New York
Original Starting Date:	Jan. 2, 1961
NBC Press Representative:	Bob Goldwater (New York)

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NBC-New York, 8/14/62

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NBC TRADE NEWS

August 15, 1962

OVER $32,048,000 IN NEW AND RENEWED DAYTIME SALES
RECORDED BY NBC TELEVISION NETWORK SINCE MAY 1

Over $32,048,000 in new and renewed business has been recorded by NBC-TV Daytime Sales since May 1, it was announced today by James Hergen, Director of Daytime Sales, NBC Television Network.

Since July 1, NBC Daytime Sales has recorded over $7,910,000. This sales volume, combined with May's $13,470,000 and June's $10,668,000 totals $32,048,000.

"Much of the sales volume recently recorded is in part a result of NBC's new Daytime Sales plan," Mr. Hergen said. "Another factor is the addition of 'The Merv Griffin Show' to NBC's daytime schedule for the 1962-63 season. The early-afternoon color program which will premiere October 1 is rapidly approaching sold-out status for the fourth quarter."

NBC Daytime Sales since July 1, 1962:

(SPONSORS)	(AGENCIES)
Bristol-Myers	Young & Rubicam
Quaker Oats	Lynn Baker
General Foods	Ogilvy, Benson & Mather
Purex Corp.	E. H. Weiss
Adolph's Ltd.	McCann-Erickson
Miles Labs	Wade Advertising
Reader's Digest Association	J. Walter Thompson
Golden Grain Macaroni	McCann-Erickson
Wander Co.	Tathan-Laird
American Home Food Prods.	Norman, Craig, Kummel
U. S. Borax & Chem.	McCann-Erickson
General Mills	Knox Reeves
Campbell Soup	Needham, Louis and Brorby
Kraft Foods	Foote, Cone & Belding
Corn Products	Lennen & Newell
Lever Brothers	Batten, Barton, Durstine & Osborn

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Sweets Co. of America	Henry Eisen Advertising
Whitehall Labs	Ted Bates
Pharmaco, Inc.	N. W. Ayer
Grove Labs	Gardner Advertising

Programs in which sponsorship were purchased are:

"Truth or Consequences"
"The Merv Griffin Show"
"The Shari Lewis Show"
"Captain Gallant"
"Your First Impression"
"Make Room for Daddy"
"Ruff and Reddy"
"Say When"
"Here's Hollywood"
"Young Doctor Malone"
"The Jan Murray Show"
"Loretta Young"
"Fury"
"NBC News Mid-Afternoon Report"
"The Price Is Right"
"King Leonardo and His Short Subjects"
"Concentration"
"Our Five Daughters"

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NBC-New York, 8/15/62

August 15, 1962

P. LORILLARD COMPANY PURCHASES ONE-HALF SPONSORSHIP OF "AMERICA'S CUP," NBC NEWS SPECIAL HOUR SEPT. 17

P. Lorillard Company has purchased one-half sponsorship of "America's Cup," a special full-hour NBC News presentation Monday, Sept. 17, 10-11 p.m. EDT, it was announced today by Sam K. Maxwell Jr., Director, Special Program Sales, NBC Television Network.

The drama, the intense competition, the superb skills and the old-guard social tradition that are a part of the international 12-meter yacht-racing will be seen in the special program. For the past five months, producer Bob Bendick has been filming off New South Wales, Australia; New England, New York and New Jersey, compiling background for the seven-race series which starts Sept. 15 off Newport, R. I.

This is the first Australian challenge in the 111-year history of the cup races. The Aussie boat, Gretel, carries the Southern Cross on her bow, and is the first 12-meter boat to be built in Australia.

The races will be shown as part of a larger Newport social scene -- a scene which comprises fashionable banquets at old Summer homes near the water, as well as the "finger-snapping" social life of the Newport Jazz Festival.

The P. Lorillard order was placed through Lennen & Newell Inc.

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August 15, 1962

"THE STORY OF WILL ROGERS," NBC "PROJECT 20" TV SPECIAL, SCHEDULED FOR NETWORK BROADCAST THE THIRD TIME--AGAIN SPONSORED BY PUREX

"It's too bad that Will Rogers died before television," a TV executive once said. "He would have been perfect. His warm, winning and direct personality would have been just what the television cameras put across so well."

When NBC's "Project 20" opened a treasure drawer labeled Will Rogers last year, it made the wit and wisdom of the Oklahoma cowboy philosopher come alive on the home screens. There seems to be a good chance now that its TV portrait may survive not only as the definitive work on his life, but as continuing testimony of his tremendous potential as a television personality.

Donald B. Hyatt, producer-director of "Project 20," announced today that "The Story of Will Rogers," with Bob Hope narrating, will be repeated on the NBC-TV Network Friday, Sept. 14 (9:30-10:30 p.m EDT).

The Purex Corporation will sponsor this third presentation, as it did the first (March 28, 1961) and the second (Sept. 12, 1961).

"Funny" and "touching," "heartwarming" and "absorbing," "great" and "marvelous" were some of the praise words the critics accorded the program.

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In the riches of motion picture film, still photographs and radio recordings acquired by "Project 20," Will Rogers can still be seen (and/or heard) as humorist, humanitarian, cowboy, showman, comedian, actor, author, columnist, commentator, philosopher, world traveler, and good-will ambassador.

As one of the most famous figures of his day, he was covered by the cameras so well that about 75 per cent of "The Story of Will Rogers" consists of motion picture footage.

In addition, "Project 20" unearthed a treasure-trove of recordings of the Will Rogers radio broadcasts. Thanks to these, he often voices his own comments in the TV story. His barbed wit and sage observations, in which many critics have noted an uncannily timely and pertinent ring today, are blended and spliced with Bob Hope's narration over motion pictures and still photographs.

Richard Hanser and Rod Reed wrote the script -- written, said one critic, "with their admiration all aglow." Robert Russell Bennett composed the orchestral score, generally acclaimed as "brilliant" and "outstanding." Daniel W. Jones headed the research staff.

As narrator, Bob Hope was often compared with Rogers by reviewers: "a modern-day Will Rogers," "as close to the modern embodiment of Will Rogers as possible without cowlick, chewin' gum and primitive grammar," and a man "who in the field of political wise-cracking enjoys a status somewhat comparable to Rogers."

Rogers, born in 1879, was killed in an airplane crash near Point Barrow, Alaska, Aug. 15, 1935.

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NBC-New York, 8/15/62

August 15, 1962

'A MILLION MILES IN SPACE,' NBC NEWS TELEVISION SPECIAL
ON RUSSIAN COSMONAUTS, SCHEDULED SUNDAY, AUG. 19

NBC News will present a special program on the Russian cosmonauts Sunday, Aug. 19 (6:30 p.m. EDT) over the NBC-TV Network.

The half-hour program, titled "A Million Miles in Space," will feature the latest film on the space achievements of Soviet cosmonauts Nikolayev and Popovich.

NBC News correspondent Frank McGee will be anchorman for the program which will include an examination of the United States space program and the impact made upon it by the Russian achievement of the past week.

NBC News correspondents Roy Neal from Los Angeles and Peter Hackes from Washington will discuss the Soviet and American space programs with space scientists and government officials.

Chet Hagan will produce the special program which will pre-empt "This Is NBC News."

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August 15, 1962

TWO-MINUTE FILMED INTERVIEW WITH SEC. OF STATE DEAN RUSK
OPENS FIRST TWO-WAY SYNDICATION BY NBC NEWS AND BCINA
OF NEWSFILM ACROSS ATLANTIC VIA THE TELSTAR SATELLITE

A two-minute filmed interview with Secretary of State Dean Rusk today (Wednesday, Aug. 15) began the first two-way syndication of newsfilm across the Atlantic via Telstar, being carried out by NBC News and BCINA (British Commonwealth International Newsfilm Agency).

The interview was part of the West-East transmission taking place on the 332nd orbit of Telstar today between 12:37 and 12:46 p.m. NYT. Secretary Rusk's remarks were included in a three-minute segment narrated by Erik deMauney, BBC correspondent in Washington, and originating in the NBC News studios in Washington.

The segment was transmitted by way of the communications satellite to London for use by BCINA, which recently concluded an agreement with NBC News for cooperation in the syndication of television newsfilm around the world. BCINA will syndicate the Rusk interview to its clients throughout Europe, including stations in Great Britain, France, West Germany and Italy.

The East-West transmission will take place on the 341st orbit of Telstar on Thursday, Aug. 16, in a period from 11:50 a.m. to 12:25 p.m. NYT. BCINA and the French television network (RTF) will send from Paris to New York a news program including newsfilm shot on that day. In New York, NBC News will transmit the segment to clients

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of the NBC News Program Service, which uses network lines to syndicate newsfilm instantaneously to stations around the country.

Secretary Rusk said the U. S. space effort is a long-range program which will benefit metallurgy, communications and many other sciences. He said he did not believe that the success of the Russian cosmonauts would affect negotiations on disarmament, Berlin or other serious issues. He said he was happy to hear the cosmonauts had landed safely.

* * *

TELSTAR CONVEYS PICTURE OF EISENHOWER LONDON CONFERENCE TO U.S.

The three television networks in the United States did not receive the audio portion of former President Eisenhower's news conference in London today (Wednesday, Aug. 15) -- transmitted via Telstar because of a power failure in the sound transmission between the mobile unit at the Savoy Hotel, where the conference was held, and the local terminal of the General Post Office. Reception of the video portion was considered excellent.

The Telstar transmission marked the first time that AT&T reversed the circuit on a news broadcast. Immediately following the Eisenhower news conference, programming was transmitted to London from the United States. A BBC news program, originating in the NBC News studios in Washington and featuring an interview with Secretary of State Dean Rusk, was beamed to Goonhilly in Cornwall and fed from there to London. The U. S.-to-London feed also included a program by CBS for the Independent Television Network, Britain's commercial network.

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NBC-New York, 8/15/62

NBC COLOR TELEVISION NEWS

BOB SHANKS NAMED PRODUCER OF 'THE MERV GRIFFIN SHOW'

Bob Shanks, associate producer of NBC-TV's "Tonight" show, has been signed to produce "The Merv Griffin Show," NBC-TV's new Monday-through-Friday 55-minute daytime color series beginning Monday, Oct. 1 (2-2:55 p.m. NYT).

The new daily series, starring Griffin as host, will feature informal variety entertainment including conversation, music and interviews with notable guests from showbusiness and other fields. Griffin, who will relinquish his current role as host of NBC-TV's "Play Your Hunch" series for his new show, has headed the "Tonight" program a total of four weeks since last March.

Shanks brings to his assignment long experience with the informal format that will be the basic component of "The Merv Griffin Show."

After graduating from Indiana University, he served in the Army for two years. Then, in 1953, he came to New York and worked as a TV actor and speech writer for political candidates. In 1957 he had his first experience with informal and late-night TV when he became a production assistant on NBC-TV's "Tonight" series of "America After Dark" programs. After that he devoted his time to writing until April, 1959, when he was signed as talent coordinator of "The Jack Paar Show." He retained that post until Paar left the show last March. Shanks then became associate producer of the "Tonight" show, which he will leave for his new assignment with Griffin.

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NBC-New York, 8/15/62

M THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

August 15, 1962

SEMI-FINAL AND FINAL ROUNDS OF NATIONAL SINGLES TENNIS CHAMPIONSHIPS TO BE COVERED ON NBC-TV AND NBC RADIO

The semi-final and final rounds of the National Singles Tennis Championships at the West Side Tennis Club in Forest Hills, N. Y., will be covered by the NBC-TV and NBC Radio Network (including WNBC-TV and WNBC) on Saturday and Sunday, Sept. 8 and 9.

TV coverage of the 82nd annual tournament will be presented both days from 2 to 4:30 p.m. EDT. Play in the men's semi-finals will be televised Sept. 8 and in the men's and women's finals Sept. 9. Former tennis champion Jack Kramer and Philadelphia sportscaster Jim Leaming will describe the action.

NBC Radio's "Monitor" will cover the tourney with a series of five-minute broadcasts each day. A former women's titleholder, Sarah Palfrey Danzig, will be the announcer. Air times will be announced later.

Top amateur players from throughout the world will compete in the grass-court classic starting Aug. 29. They include defending champion Roy Emerson of Australia, his Davis Cup teammate, Rod Laver, who was runner-up at Forest Hills last year and is trying to win the tennis grand slam this year after already capturing the Australian, French and Wimbledon titles, and Chuck McKinley of the United States.

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NBC COLOR TELEVISION NEWS

August 15, 1962

FIRST 'BELL TELEPHONE HOUR' OF THE NEW SEASON WILL PRESENT ARRAY OF POPULAR AND CLASSICAL STARS MONDAY, SEPT. 24

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Color Program Includes Carol Lawrence, Roberta Peters, Robert Merrill, Rudolph Nureyev, Lupe Serrano, Byron Janis and The Brothers Four

An outstanding array of popular and classical stars will be presented on the opening "Bell Telephone Hour" of the season Monday, Sept. 24 (NBC-TV color broadcast, 10-11 p.m. EDT). Musical comedy star Carol Lawrence, opera singers Roberta Peters and Robert Merrill, ballet dancers Rudolph Nureyev and Lupe Serrano, concert pianist Byron Janis, and the vocal-instrumental group The Brothers Four will comprise the cast. Donald Voorhees will conduct the Bell Telephone Orchestra.

This season the "Bell Telephone Hour" will be presented as a series of eight one-hour specials. They will be seen once a month on different days of the week. Barry Wood again will be executive producer for Henry Jaffe Enterprises. This season Dan Lounsbery will be producer and Sid Smith will be director.

Miss Lawrence returns to the program for her fourth appearance. She has been seen on Broadway in "West Side Story," "Saratoga" and "Subways Are for Sleeping." Her film appearance in "View from the Bridge" has been hailed by critics. Roberta Peters and Robert Merrill, both New York-born and American-trained singers, are stars of the Metropolitan Opera.

(more)

Rudolph Nureyev, spectacular young dancer, formerly of the Soviet Leningrad Kirov Ballet, who made a startling dash to freedom at Le Bourget Airport in Paris, has been hailed in Europe and America. He made his first American appearance last season as a guest on the "Bell Telephone Hour." Lupe Serrano, Chilean-born prima ballerina, is a star of the American Ballet Theatre.

Byron Janis, brilliant young American piano virtuoso, was a protege and pupil of Vladimir Horowitz. He has been acclaimed throughout this country and during two tours of the Soviet Union. The Brothers Four, who do their own arrangements and play their own accompaniments, are among the best-selling recording performers in the country. This will be their third appearance on this series.

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NBC-New York, 8/15/62

August 15, 1962

TRADITION AND CULTURAL ACHIEVEMENT REPRESENTED
IN HISTORY OF THE 'BELL TELEPHONE HOUR'

One of the oldest shows on the air, the "Bell Telephone Hour" returns as a series of eight full-hour color specials on various evenings of the week. The first program will be on Monday, Sept. 24 (10 p.m. NYT). Other dates so far include Monday, Oct. 22, Thursday, Nov. 22 and Sunday, Dec. 23.

The program again will feature top artists in music and dance, from opera, the concert hall, Broadway, motion pictures, night clubs, ballet, folk music and jazz. Among the notable artists so far signed for the new series are Birgit Nilsson, Carol Lawrence, Janet Blair, Robert Goulet, Mindy Carson, Earl Wrightson, John Raitt, Barbara Cook, Erik Bruhn and Carla Fracci, Mildred Miller, Grant Johannessen, Byron Janis, Joan Sutherland and Rudolph Nureyev.

For 17 years the "Bell" program was one of the glories of radio, presenting a program of classical music with the greatest instrumentalists and singers of the age. When the program turned to television four seasons ago, the time was increased to a full hour and the program expanded to cover other fields of music and dance.

A list of the guest roster of recent seasons on TV reads like a who's who of music. A few of those who have appeared have included Mischa Elman, Harry Belafonte, Eileen Farrell, Ginger Rogers, Ethel Merman, Ray Bolger, Beatrice Lillie, Robert Preston, Joan Sutherland, Margot Fonteyn, Maureen O'Hara and Jose Iturbi.

(more)

For the third season, Barry Wood will be executive producer for Henry Jaffe Enterprises, the package producer. Dan Lounsbery is producer. Peter Dohanos again will be the set designer. The program is sponsored by the Bell System. N. W. Ayer and Son Inc. is the agency.

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NBC-New York, 8/15/62

CREDITS FOR 'BELL TELEPHONE HOUR' COLOR BROADCASTS ON NBC-TV

Program:	"Bell Telephone Hour"
Time:	Eight NBC-TV color broadcast specials at various times; first program Monday, Sept. 24 (10-11 p.m. NYT).
Format:	A program of music and dance from opera, concert hall, Broadway stage, motion pictures, folk music and jazz. Top artists in their fields are engaged for the full-hour color specials. This program has been a popular favorite on TV for four seasons, following 17 years of achievement in radio.
Executive Producer:	Barry Wood
Producer:	Dan Lounsbery
Conductor:	Donald Voorhees
Director:	Sid Smith
Set Designer:	Peter Dohanos
Costume Designer:	Michael Travis
Package Producer:	Henry Jaffe Enterprises
Origination:	NBC color studios, Brooklyn, N. Y.
Sponsor:	The Bell System
Agency:	N. W. Ayer and Son Inc.
NBC Press Representatives:	Leonard Meyers (New York) and Jane Ober (Hollywood).

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NBC-New York, 8/15/62

August 16, 1962

BILL CULLEN, CLEVELAND AMORY AND EVERETT B. MORRIS
WILL BE THE HOST-NARRATORS FOR "AMERICA'S CUP,"
NBC NEWS SPECIAL ON INTERNATIONAL YACHT RACING

Bill Cullen, Cleveland Amory and Everett B. Morris will be the host-narrators for "America's Cup," TV producer Bob Bendick announced today.

The full-hour NBC News special, a many-faceted story of international 12-meter yacht racing, will be broadcast Monday, Sept. 17 (10-11 p.m. EDT), on the NBC-TV Network.

"America's greatest team of annunciators," is what Bendick calls his three hosts. Cullen, host of NBC-TV's "The Price Is Right," is an enthusiastic boatman. Amory is well-known as writer and chronicler of American society. Morris, sailing editor of the New York Herald Tribune, is dean of American sailing reporting and is known as a veritable encyclopedia of sailing lore. Morris has been consultant and adviser on the TV program since production began six months ago.

Starting this Sunday (Aug. 19), Bendick said, the production crew will film the America's Cup elimination trials off Newport, R. I., in which the final American defender is picked. Outstanding American yachtsmen who will take part in the program, in addition to those previously announced, will include Harold S. Vanderbilt, Henry Mercer and Ross Anderson.

(more)

IN TODAY'S DAILY NEWS REPORT:

Feature and biographical material and credit listings for NBC-TV's "International Showtime" series are included in this mailing.

This year marks the first Australian challenge in the 111-year history of the Cup races. Sir Frank Packer, the Australian publisher and industralist who built the challenger, the sloop Gretel, will participate in the program.

The show's climax will be the film coverage of the first and second of the seven-race America's Cup series, which starts Sept. 15 off Newport. Filming will continue down to the Second Cup race on the day of the program. (The late films will be developed and cut into the program from Providence, R. I., that night.)

The racing will be shown against a background of a larger Newport social scene on land as well as on water. This will include banquets at some of the great old Summer homes of society, music of the Newport Jazz Festival, humor, and personalities.

Prominent in the program will be films of a dinner to be given on the eve of the race at The Breakers by the Australian ambassador to the United States, Sir Howard Beale, and Lady Beale. President and Mrs. Kennedy are expected to attend the dinner at The Breakers, once the famous Newport home of the Vanderbilts.

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NBC-New York, 8/16/62

THE THRILLS AND FUN OF FAMOUS ARENA SHOWS OVERSEAS COME TO NBC VIEWERS ON 'INTERNATIONAL SHOWTIME'

To young and old, to people of all economic levels, of all social spheres, educational and national backgrounds, the call "Let's go to the circus" makes the heart beat faster.

Audiences in America are now able to enjoy not only the great entertainments of this country in person, but are able to see the great circuses, ice shows, magic shows and other spectacles of Europe, thanks to television, and the producing unit of "International Showtime." The program is seen weekly on Friday nights on NBC-TV (7:30 to 8:30 p.m. NYT). The second season of the popular series will get under way on Sept. 14, with "Circus Schumann."

This series preserves the excitement of the performances because they are actually taped while a European audience is there watching. Don Ameche, the program host, and executive producer Larry White and his staff are on the spot to bring the thrills, the excitement, the variety, the humor of these great shows to the American audience for whom they are taped. Fabled acts that have long won international prizes are thus seen in America's homes.

The upcoming season will present new programs, some of them with artists who have appeared previously in the first successful season of this series, and many who will be entirely new. Some of the great shows of Europe like the Circus Schumann of Copenhagen and the Grande Cirque de Paris will be revisited for taping of new acts, and other shows will be added. All of the material in the series for the entire season will be new, even when familiar circuses are visited and familiar acts are booked. Pat Pleven is producer.

-----o----- NBC-New York, 8/16/62

CREDITS FOR 'INTERNATIONAL SHOWTIME' ON NBC-TV

Program:	"International Showtime"
Time:	NBC-TV Network, Fridays 7:30 to 8:30 p.m. EDT.
New Season's Starting Date:	Sept. 14, 1962
Original Starting Date:	Sept. 15, 1961
Origination:	European cities, on tape
Program format:	A spectacle series of actual performances before audiences, taped by a mobile unit. Series includes circuses, ice shows and magic shows.
Program host:	Don Ameche
Executive Producers:	Larry White and Joe Cates
Producer:	Pat Pleven
Writer:	Bruce MacDonnell
Director:	Phil Levens
Sponsors (and Agencies):	Miles Laboratories (Wade Advertising Inc.), The Seven Up Company (J. Walter Thompson Co.), Quaker Oats Company (J. Walter Thompson Co.), Sperry Rand Corp. (Young and Rubicam), Timex (Warwick and Legler), Pittsburgh Plate Glass (Maxon, Inc.) Mentholatum Co. (J. Walter Thompson Co.)
NBC Press Representatives:	Leonard Meyers (New York) and Bob Bowen (Burbank).

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NBC-New York, 8/16/62

SCHEDULED PARIS-N.Y. TRANSMISSION VIA TELSTAR CANCELLED

A scheduled transmission from Paris to New York via Telstar did not take place today (Thursday, Aug. 16) because of reported transmitter trouble at the ground station at Lannion in Brittany, France. The three television networks in the United States had planned to transmit news stories.

This marked the second day that there had been difficulty in transmission by way of the communications satellite. On Wednesday, Aug. 15, the television networks in the U. S. did not receive the audio portion of former President Eisenhower's press conference in London because of a power failure in the sound transmission between the mobile unit at the Savoy Hotel, where the conference was held, and the local terminal of the General Post Office.

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NBC-New York, 8/16/62

OM THE NATIONAL BROADCASTING COMPANY
y Rockefeller Plaza, New York 20, N. Y.

NBC-TV MAKES APPOINTMENTS IN KEY PROGRAM POSTS

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Giraud Chester to Have Charge of Program Administration; Grant Tinker Promoted to Vice President, Program Operations, West Coast; Edwin S. Friendly Jr. Named Vice President, Special Programs

FOR RELEASE MONDAY A.M., AUG. 20

The appointment of two young executives of diversified, creative and successful experience in television programming to key posts in the program organization of the NBC Television Network was announced today by Mort Werner, Vice President, Programs, for the network.

Giraud Chester is returning to NBC, where he began his career in television programming in 1953, as second in command to Mr. Werner, in charge of program administration. Chester, who is 40, was formerly Vice President in charge of Daytime Programming and a member of the Plans Board at ABC-TV.

Grant Tinker, who rejoined NBC as Vice President, General Program Executive, in November, 1961, has been promoted to Vice President, Program Operations, West Coast. Tinker, who is 36, will be second in command under Felix Jackson, Vice President, NBC Television Network Programs, West Coast, and will transfer his office to the NBC headquarters at Burbank, Calif.

In line with this realignment, Edwin S. Friendly Jr., has been named Vice President, Special Programs, and will in addition assume responsibility for special program assignments which previously were handled by Mr. Tinker.

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"These new appointments for Jerry Chester and Grant Tinker will give the NBC Television Network program operations added strength in the key areas of creativity and administration," Mr. Werner commented. "Grant Tinker, in the short time since he has returned to NBC, has handled a large number of special assignments in the program department with distinction and success and in the course of so doing has earned the respect and admiration of Mr. Jackson and his associates on the West Coast and the NBC management as well as our program suppliers, our advertisers and their agencies. Jerry Chester has achieved for himself an industry-wide reputation as a program executive of great skill and ingenuity. I am delighted that NBC will continue to have available the long and varied experience of Ed Friendly in the area of special programs and in handling assignments of high priority for me.

"The result of these appointments will be to place highly qualified program executives in responsible positions where they can make best use of their capabilities. This will enable us to move ahead with still greater speed in program creation and development and in planning for the future."

Giraud Chester returns to NBC from ABC-TV, where he was Vice President in charge of Daytime Programming and a member of the Plans Board.

Mr. Chester first joined NBC in 1953 as a Ford Foundation scholar to study the development of television, and he remained with the television network through 1957 as a general programming executive. After a brief period with the Ted Bates Agency, he joined ABC to establish that network's daytime program schedule.

Before entering the television industry, Mr. Chester taught at various colleges and universities, including Cornell, the Universities

(more)

NBC'S WILLIAM K. McDANIEL SEES ALL SIGNS POINTING TO A BANNER YEAR FOR NBC RADIO

FOR RELEASE MONDAY A.M., AUG. 20

All signs point to a banner year for NBC Radio, it was announced today by William K. McDaniel, Executive Vice President, NBC Radio Network.

"If the first seven months are any indication," Mr. McDaniel said, "1962 will be our best year in over a decade. Not since 1951, just before radio began to feel the full impact of TV's rise, has NBC Radio enjoyed so successful a first quarter, second quarter, first half and month of June."

Updating his report further, Mr. McDaniel pointed out that NBC's July share of sponsored time on three major radio networks (NBC, CBS and ABC) hit 45.4% -- based on LNA-BAR figures.

"Monitor" sales in June reached the highest level for any June in the program's seven-year history, pointed out Mr. McDaniel. The June sales totals, furthermore, were third highest of any month since "Monitor" hit the air. And the number of commercial minutes sold in "Monitor" for the last week of June was third highest for any week in "Monitor" history.

For the month of July, NBC Radio sold more commercial minutes within "Monitor" alone than another leading radio network sold for its entire broadcast schedule, Mr. McDaniel said.

"NBC Radio substantially turned the corner into the black last year and since then has continued on the rise. We see this year's vigorous sales performance as further corroboration that our 1960 format change to emphasis on news and information plus continued refinement of weekend 'Monitor' is the winning combination for us."

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August 17, 1962

LIGGETT & MYERS BUYS ONE-HALF SPONSORSHIP OF 'THE RIVER NILE,'
NBC NEWS FULL-HOUR COLOR SPECIAL ON SUNDAY, OCT. 28

Liggett & Myers Tobacco Company has purchased one-half sponsorship of "The River Nile," a special full-hour color TV presentation of NBC News, Sunday, Oct. 28 (10-11 p.m. NYT) it was announced today by Sam K. Maxwell Jr., Director, Special Program Sales, NBC Television Network.

James Mason, noted acting star, will be narrator for the special which will trace the historic 4,000-mile path of the Nile.

"The River Nile" was photographed by a three-man NBC News crew. Their journey took 84 days, from a stone pyramid 6,000 feet above sea level in Ruanda-Urundi to the Nile's mouth in the Mediterranean.

The program has been written by the producer, Lou Hazam, whose "Vincent Van Gogh: A Self Portrait" on NBC-TV this season, won Peabody and Emmy awards.

The Liggett & Myers order was placed through J. Walter Thompson Company.

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NBC COLOR TELEVISION NEWS

MUSICAL-VARIETY SHOW FROM THEATRE IN DISNEYLAND WILL OPEN NEW SEASON OF "WALT DISNEY'S WONDERFUL WORLD OF COLOR" ON NBC-TV; PROGRAMS FOR FIRST FIVE SUNDAYS ARE LISTED

FOR RELEASE MONDAY A.M., AUG. 20

All new color subjects -- ranging from a musical extravaganza, an adventure tale and a nature novelette to a comedy program and a cartoon feature -- will mark the first five presentations in the second season of NBC-TV's "Walt Disney's Wonderful World of Color."

Producer-host Walt Disney today announced that the initial 1962-63 season offering of his award-winning family entertainment series will be "The Golden Horseshoe Revue" Sunday, Sept. 23 (7:30 to 8:30 p.m. EDT). The musical variety hour in color, originating from the Golden Horseshoe Theatre at Disneyland in Anaheim, Calif., will star comedian Ed Wynn, Annette and a host of entertainers from the theatre.

"Escapade in Florence," a romantic drama filmed in Italy and starring Annette and Tommy Kirk, will be presented in two full-hour color parts Sundays, Sept. 30 and Oct. 7. The story concerns the adventures of two American college students on a motor bike tour of Italy.

On Sunday, Oct. 14, a full-hour nature novelette in color, titled "The Silver Fox and Sam Davenport," deals with the conflict of an impoverished Midwestern farmer and a highly prized silver fox.

A two-part comedy adventure in color, "Sammy, the Way-Out Seal," will be presented Sundays, Oct. 21 and 28 with an all-star cast

(more)

including Jack Carson, Robert Culp, Patricia Barry, Ann Jilliann, Billy Mumy and Mike McGreevey. The storyline is centered around two youngsters who manage to sneak a live seal home with them after a seashore vacation.

Professor Ludwig Von Drake will be the narrator and star of "Man Is His Own Worst Enemy," an hour-long color cartoon feature Sunday, Nov. 4 highlighting many members of the Disney Studios cartoon family, including Von Drake's fiery-tempered nephew, Donald Duck.

Additional programs and added details for the new "Walt Disney's Wonderful World of Color" season on NBC-TV will be announced.

Produced by Walt Disney Productions in association with the NBC-TV Network, "Walt Disney's Wonderful World of Color" is sponsored by the Radio Corporation of America and by the Eastman Kodak Company, both through J. Walter Thompson Company.

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NBC-New York, 8/17/62

NBC NEWS CAMERAMAN GRANT WOLFKILL'S EXPERIENCE WHILE CAPTIVE OF LAOS REDS WILL BE TOLD IN A TV SPECIAL

The harrowing experience of Grant Wolfkill, NBC News cameraman, held prisoner of the Laotian Communists since May 15, 1961, will be told in an NBC News TV special, Monday, Aug. 20 at 8 p.m. EDT.

Wolfkill, who with four other Americans was released by the Communists early Friday (Aug. 17), will tell his story of "15 Months in a Red Prison." The TV broadcast will be live from New York.

Wolfkill was met by James Robinson, NBC News bureau chief, Hong Kong. Robinson took Wolfkill to Bangkok on a chartered plane. He described Wolfkill as "bitter over the cruel treatment" he and his four comrades suffered at the hands of the Pathet Lao forces.

Wolfkill, a 39-year-old former Marine combat photographer, was seiged by the Communists after the Army helicopter he was in crashed 50 miles north of Vientiane.

Frank McGee, NBC News correspondent, will serve as moderator of the half-hour special. Robinson, who is accompanying Wolfkill to New York, will also appear on the program.

The producer is Chet Hagan. "15 Months in a Real Prison" will pre-empt "National Velvet."

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GRANT WOLFKILL ON 'TODAY'

NBC News cameraman Grant Wolfkill, who was released by the Laotian Communists early today (Aug. 17) after being held prisoner since May 15, 1961, will appear on NBC-TV's "Today" show Monday, Aug. 20 during the 8:30-9 a.m. segment of the 7-9 a.m. EDT program. He will be accompanied by James Robinson, NBC News bureau chief, Hong Kong, who met Wolfkill upon his release. Wolfkill will be questioned by "Today" host John Chancellor about his ordeal as a Red prisoner for 15 months.

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NBC-New York, 8/17/62

August 17, 1962

PROGRAM CHANGE

BENNY GOODMAN WILL BE SUBJECT OF NBC SPECIAL PROJECTS' FIRST "WORLD OF --" PROGRAM OF THE NEW SEASON ON NBC-TV

A change in schedule will bring viewers "The World of Benny Goodman" as the first of the season's new full-hour NBC Special Projects "World of --" programs. It will be broadcast Monday, Oct. 29, from 8:30 to 9:30 p.m. NYT on the NBC-TV Network.

"The World of Jacqueline Kennedy," originally announced as the first, will be the second. It will be broadcast Friday, Nov. 30, from 10 to 11 p.m. NYT. Three additional programs in the series will be announced soon.

Eugene S. Jones is producer and director of "The World of --" series. Donald B. Hyatt, Director of NBC Special Projects, is executive producer.

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NBC TELEVISION NETWORK NEWS

August 17, 1962

NBC-TV'S "CONCENTRATION" REACHING FOURTH ANNIVERSARY

Dear Daytime TV Viewer:

You are cordially invited to attend the fourth anniversary celebration of our "Concentration" game show on NBC-TV Monday, Aug. 27 (11:30 a.m. to 12 noon EDT). You'll see film clips of several of our special programs during the past year and the usual fun for all. Tune in promptly and bring the kids.

Your "Concentration" host,
HUGH DOWNS.

Hugh might have added that the anniversary show viewers will see the 1,874th game of "Concentration" since the program's debut on Aug. 25, 1958. Or that the first commercial on the Aug. 27 show will be the 6,239th since the show started. And if one of the contestants wins a car, it will be the 183rd such prize.

"Concentration" has presented thousands of prizes ranging from expensive cars to jelly beans. According to Norm Blumenthal, who has been the producer for the past year and was associate producer for three years, the prizes during the four years included 278 fur pieces (including mink and leopard coats and chinchilla capes), 384 trips and vacations, 115 pieces of diamond jewelry and 45 boats.

More than 1,800 people have appeared as contestants, but the Monday-through-Friday series has had only one host, Hugh Downs (with time off, of course, for vacations).

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PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

August 17, 1962

JOHNNY APPLE: MAN OF 'INSTANT SUCCESS'

Johnny Apple, a young man who writes for the NBC-TV "Huntley-Brinkley Report" and has been credited as senior news editor on several of the Chet Huntley half-hour shows, started writing for NBC News three days before graduation (cum laude) from Columbia University last year.

A feature titled "Instant Success," in the September issue of Esquire Magazine, hails him as a "true Prince (who) goes right from college to a fabulous job, due to his student activity." It notes, approvingly, that he "travels all over the world, and has an income of considerably more than $15,000 a year."

Before Columbia, Apple was a student at Princeton University, where he was editor-in-chief of the Daily Princetonian. He left Princeton in 1956, without a degree, and immediately went to work for the Wall Street Journal. He spent two years in the Army speech-writing for four-star generals. In 1959, he went back to school, this time Columbia, and continued at the Wall Street Journal on a 40-hour-work week while carrying a full academic schedule.

Johnny Apple was born Raymond W. Apple Jr. in Akron, Ohio, 27 years ago. He lived there until he went on to Princeton in 1952. He is single, and now lives in Manhattan. His hobbies are sailing and studying history and architecture.

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August 20, 1962

NBC INTERNATIONAL SELLS 'KING LEONARDO'
TO ENGLAND, JAPAN AND AUSTRALIA

NBC International has completed sales of the "King Leonardo and His Short Subjects" television series to England, Japan and Australia.

The half-hour children's cartoon segments, currently seen in the United States over the NBC-TV Network, is also being dubbed into Spanish for the Latin American markets.

August 20, 1962

SEASON'S PREMIERE

'CIRCUS SCHUMANN, OF COPENHAGEN, WILL OPEN
1962-63 SEASON OF 'INTERNATIONAL SHOWTIME'

The "Circus Schumann" of Copenhagen, Denmark, will open NBC-TV's "International Showtime" for the second season Friday, Sept. 14 (7:30-8:30 p.m. EDT). Don Ameche returns as host of the series.

Last season the series won wide acclaim in the press and was highly popular with viewers. All of the material for the 1962-63 season will be new. There will be no repeats from last year, nor of any material presented during the new season. Some familiar circus and ice shows will be back, but with new acts.

"International Showtime" is taped in European cities during actual performances before audiences with host Ameche sitting among them.

Following are details of the "Circus Schumann":

Schumann Horses.....Albert, Pauline and Benny Schumann present a dressage as performed by Viennese Imperial Guards at the turn of the century.

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Marice Begary.....Solo trapeze performer, who closes her act with 70 shoulder rotations on a loop hanging from loose rope.

Rudi Llata.....Spanish clown in an act about an automatic restaurant.

Conwally.....A Swedish acrobat who performs acrobatics with a razor sharp sword balanced on his forehead.

Ruppert Family and
Their Bears.....Brown bears ride bicycles, motorcycles, see-saws and finally drive a motor car.

Four Peters.....Aerialists performing on many gadgets fashioned like "space" vehicles.

"International Showtime" is produced by Patrick Pleven. Bruce McDonall is writer and Larry White and Joe Cates are executive producers.

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NBC-New York, 8/20/62

M THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

August 20, 1962

NBC NEWS' PAULINE FREDERICK TO COVER U THANT'S
VISITS TO MOSCOW AND OTHER EUROPEAN CAPITALS

Pauline Frederick, NBC News United Nations correspondent, will cover UN Acting Secretary General U Thant's trip to Moscow and other European capitals, which will begin Aug. 25.

Miss Frederick arrives in Moscow today (Aug. 20) in advance of Mr. Thant who will arrive in the Russian capital Aug. 25. Mr. Thant is expected to meet with Premier Khrushchev during his official visit to Russia.

Miss Frederick also will cover Mr. Thant's visits to Warsaw, Prague and Vienna before he returns to New York Sept. 4.

From Vienna Miss Frederick will go to Geneva, where the 17-nation disarmament conference is being held. She is due back in the United States Sept. 7.

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Department, Room 320

NBC COLOR TELEVISION NEWS

August 20, 1962

CHRISTY MINSTRELS WITH RANDY SPARKS SIGNED AS REGULARS ON 'THE ANDY WILLIAMS SHOW' COLOR SERIES

The new Christy Minstrels with Randy Sparks, have been signed by producer Bob Finkel as regular performers on "The Andy Williams Show," full-hour musical-variety color broadcast series, which premieres on NBC-TV Thursday, Sept. 27 (10-11 p.m. NYT).

The Christies, who call themselves singer-instrumentalists, not only sing but play all types of folk instruments such as guitars, banjos, bass violin and a variety of others, including the harmonica and fife.

Sparks, founder and leader of the group, says: "We're not just singers, and we're not a choir. We feel we represent a new concept of an all-but-forgotten tradition."

The group will be featured from time to time on the show and used to support other musical numbers, according to Finkel.

Sparks, a former solo artist, has appeared in some of the nation's top clubs and on several Bob Hope TV shows. The new Christy Minstrels is comprised of 15 members.

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NBC COLOR TELEVISION NEWS

August 20, 1962

'HAZEL,' STARRING SHIRLEY BOOTH IS NBC-TV 1962-63 COLOR SERIES

Shirley Booth, the actress who changed Thursday from the traditional maid's night "out" to the maid's night "on," will again portray "Hazel" on the popular NBC-TV series -- in color for the 1962-63 season -- Thursdays 9:30-10 p.m. NYT. New season starts Sept. 20.

"Hazel," based on Ted Key's famed Saturday Evening Post cartoon series, proved one of television's most popular shows in its premiere season last year.

Miss Booth portrays the humorous "domestic engineer" who is the uncrowned queen of the Baxter household. Don DeFore and Whitney Blake co-star as George and Dorothy Baxter, the employers of the outspoken maid who loves to chase fire engines, play billiards, go bowling, mow the lawn, give a helping hand to the mailman -- and puncture stuffed shirts.

George Baxter, a top corporation lawyer, is used to making decisions based on logic -- but he is also getting used to standing by helplessly as Hazel knocks his logic all to pieces, does it her way, and proves that he was wrong in the first place.

Bobby Buntrock is featured as the Baxter's young son, Harold.

Miss Booth, one of the nation's most sought after actresses, and a winner of the Academy Award and dozens of other theatrical honors,

(more)

had turned down all offers to appear on a regular television series until presented with the "Hazel" scripts.

"I fell in love with that wonderful character," says Miss Booth. "She has warmth and a spirit that is touching. She's a delightful person."

Harry Ackerman is executive producer. The director is William D. Russell.

The series is sponsored by the Ford Division of the Ford Motor Company through J. Walter Thompson Company.

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NBC-New York, 8/20/62

NBC COLOR TELEVISION NEWS

CREDITS FOR 'HAZEL' COLOR BROADCAST ON NBC-TV

Title:	"Hazel"
Time:	NBC-TV color broadcast, Thursdays, in color, 9:30-10 p.m. NYT, new season Sept. 20, 1962.
Original starting date:	Sept. 28, 1961.
Star, Co-Star and cast:	Shirley Booth, Don DeFore, as Mr. Baxter, with Whitney Blake as Mrs. Baxter. Bobby Buntrock is featured as their son, Harold.
Format:	"Hazel" is a situation comedy about the Baxter household and its strong-willed maid Hazel. The members of the family are George and Dorothy Baxter and their young son Harold. "Hazel" is based on the Ted Key cartoon character.
Executive Producer:	Harry Ackerman
Producer:	James Fonda
Director:	William D. Russell
Asst. Director:	Herb Wallerstein
Writers:	Peggy Chantler, William Cowley, Robert Riley Crutcher and Louella MacFarlane.
Production Supervisor:	Seymour Friedman
Set Decorator:	Louis Diage
Point of Origination:	Hollywood, Calif.
Sponsor:	The Ford Division of the Ford Motor Company.
Agency:	J. Walter Thompson Co.
NBC Press Representatives:	Bob Bowen (Burbank), Leonard Meyers, (New York).

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NBC-New York, 8/20/62

IDENTIFYING CELEBRITIES IS THE OBJECTIVE OF PANELISTS IN 'YOUR FIRST IMPRESSION,' NBC-TV DAYTIME GAME SHOW

"Your First Impression," an NBC-TV daytime color show, is a word association game in which three panelists try to identify one or two celebrities after listening to their mystery guests' reactions to single words and incomplete sentences submitted to them in quick succession by the panelists.

The panel show, which premiered on the network last Jan. 2, stars Bill Leyden as host-moderator with George Kirgo and Dennis James as regular panelists. It is seen Monday-through-Friday (12 noon to 12:30 p.m. NYT). Origination point is NBC-TV's Color Studios, Burbank, Calif.

The program begins when the panelists and viewers are given names and pictures of five celebrities. The guest is not visible, except in silhouette, to either panelists or the audience.

Each panelist takes turns trying to uncover a clue to the guest's identity by coming up with a series of words or sentences that will provoke revealing reactions. These are relayed to the panelists through the moderator by earphones.

After two rounds of psychological hints each panelist is asked to try and identify the guest celebrity, and to state the reasons for the choice. The identity of each guest is kept a secret until after the first round of clue-hunting, when it is revealed to the viewers, but not to the panelists.

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CREDITS FOR 'YOUR FIRST IMPRESSION' ON NBC-TV

Time:	NBC-TV color broadcast, Monday-through-Friday, 12 noon-12:30 p.m. NYT.
Moderator-Host:	Bill Leyden
Regular Panelists:	George Kirgo and Dennis James
Program:	Quiz-panel show on which the panelists attempt to identify showbusiness celebrities and other notables through the initial reaction of the guests to single words and incomplete sentences submitted to them by the panelists.
Produced by	Fred Stettner
Directed by	Wes Kenney
Associate Producer:	Nat Ligerman
Production Staff:	Arthur Weingarten, Jerita Ingle and Marie Monell
Created by	Bernie Kahn and Nat Ligerman, with Art Stark and Monty Hall
Music Director:	Ivan Ditmars
Unit Manager:	Larry Fielder
Technical Director:	Joe Conn
Lighting Director:	Bob Fohle
Associate Director:	Clay Daniel
Production:	A Monty Hall-Art Stark Production
Sponsors:	Various
Origination:	NBC-TV color studios, Burbank, Calif.
NBC Press Representatives:	Jane Ober (Burbank) Betty Lanigan (N.Y.)

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NBC-New York, 8/20/62

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NBC COLOR TELEVISION NEWS

August 21, 1962

'EXPLORING,' FULL-HOUR EDUCATIONAL SERIES FOR CHILDREN,
WILL BE BROADCAST IN COLOR EACH SATURDAY ON NBC-TV

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Dr. Albert R. Hibbs, Noted Scientist, Will Be the Host of NBC News'
Public Affairs Series Embracing Five Major Avenues of Learning

"Exploring," a full-hour weekly educational series for children five to 11 years old, will be broadcast in color on the NBC-TV Network on Saturdays at 12:30 p.m. New York Time, beginning Oct. 13.

Dr. Albert R. Hibbs, a nationally known scientist who has received wide recognition for his teaching and other work in education, has been named host of the new series which originally was announced last May by NBC President Robert E. Kintner. Mr. Kintner noted that the program is but one of the steps taken at NBC "toward making greater use of television's potential in contributing affirmatively to the development of children."

A Public Affairs presentation of NBC News, "Exploring" is designed to stimulate the young viewers' interest in five major avenues of learning -- language, music, mathematics, social studies and science. It will combine the most advanced teaching ideas and methods with a wide range of entertainment techniques in television to make the subject matter both meaningful and appealing to children.

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Craig Fisher, formerly associate producer of NBC-TV's "Today" program, is producer of the series. He and his staff are working closely with educational groups and universities throughout the country, and have the professional assistance of prominent educators in the New York area.

In creating this new program series, NBC News availed itself of the services of Dr. Charles Winick, consultant to the National Broadcasting Company in the field of children's programming. Dr. Winick is a member of the faculty of Columbia University and has taught at New York University and the Massachusetts Institute of Technology.

Dr. Hibbs is Senior Staff Scientist at the California Institute of Technology Jet Propulsion Laboratory. He has been a consultant to numerous departments of education in the California school system. In the Spring of 1961 he taught a science class for fourth, fifth and sixth grade pupils in Pasadena, and during the past five years he has been a guest teacher of mathematics, general science and related subjects in elementary and junior high schools in Los Angeles, Santa Ana and Pasadena. Television is a familiar medium to him; he has just completed a 39-week science series in Los Angeles, and has appeared on other programs dealing with the U. S. space effort and other aspects of science and education.

"We will attempt to stimulate rather than educate," Mr. Fisher said. "Our hope is that children who watch our program will be motivated to inquire further into the areas that whet their curiosity, and that they will be guided in their exploration by their teachers and parents.

"We have certain resources the classroom teacher lacks for expanding the child's horizon. We can dramatize the events of history;

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we can present the world's leading artists in music and the dance; we can draw upon the vast resources of museums, archeological societies and laboratories to investigate the wonders of science. But we must depend upon the teacher to follow up our material."

"Exploring" will feature many departures from traditional educational programs for children. It will use colorful puppets to teach mathematics, animation to explain the history of words, and the dance to make certain areas of social studies come alive. Extensive use also will be made of special films, music, sound effects and other audio-visual techniques that have proved effective in children's entertainment programs. Guests from the fields of arts and sciences will make personal appearances.

Each weekly program will be divided into the five areas of exploration. Language, music and mathematics will make up the first half-hour and the material presented in these segments will be of special interest to the younger children in the age group. The second half-hour will be devoted to social studies and science. The approach here will be slightly more sophisticated and the vocabulary more advanced.

Subject matter and its manner of presentation in the five segments are:

> Language -- Story telling will be illustrated with stylized animation and the dramatic experience enhanced by music and sound effects. There will be three main types of stories: folk stories from the U. S. and around the world, mythology, and stories dealing with words -- their roots and meanings. The underlying

purpose will be to interest the child in new reading areas and, too, to show the history and development of language. Poetry also will be used to further these aims.

Dr. Mario Pei of Columbia University, an authority on the evolution of language, is working with the "Exploring" staff in the preparation of this segment. The animation will be done by leading artists and commercial designers here and abroad.

Music -- Three types of programming will be rotated in this segment: a performance of the dance, a visit by an individual musical artist or group, and the explanation of a musical instrument. The dance groups will be professional companies, such as the American Ballet Theatre or the dancers from a Broadway musical. Performances by individual musical artists or groups will cover the entire range of music -- classical, jazz, popular, folk. Frequently the music will be set to specially edited film footage or animation so that the sounds will have visual meaning.

When a musical instrument is the subject, it will be personalized through live animation. It will retain its appearance but, through a slight modification, will have mobility. In addition, it may have a human characteristic, as, for example, a beard or eyeglasses, which the child viewer can identify. The instrument will explain in an appropriate voice how "he" works, what part he plays in an orchestra and how he is related to other instruments in the same family.

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Oscar Brand, popular folk singer, musicologist and author of children's music books, is developing these orchestral features, and the "instrument puppets" are being prepared by Lou Bunin, creator of the famous Bunin puppets which have appeared in motion pictures and on television.

Mathematics -- The emphasis here will be on conceptual mathematics. The various theories that form the bases of this science will be introduced and explained in a simple way, so that the child may grasp them even though the actual value of the numbers used or the arithmetic involved may still be beyond him. A troupe of puppets and dramatic animated films will be devices used to present the material in a lively and interesting way.

Social Studies -- This examination of history and geography will show the child his relation to his own environment, to past events, and to the people and places around the world which affect his life, although he has never seen them. The subjects will be varied: the Battle of Bull Run could be seen through Mathew Brady photographs set to a folk song inspired by this conflict; the civilization of Egypt might be viewed through animation, using figures taken from an obelisk; a close look at modern Thailand would be presented through news film and the dance.

Science -- This segment, which Mr. Fisher says is intended to show "the face, the scope, the power and the wonder of science," will cover the broad scientific theories,

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the scientific processes, the relationship between the various sciences, and the ways in which science affects all other areas of life. Here, "Exploring's" host, Dr. Hibbs will make a particularly valuable contribution because of his great experience in the field.

Today's new adventurers, the heroes of science, will appear on the program to explain and demonstrate their work. Films, animation, charts, working models, specimens and studio experiments will be used throughout to provide a graphic presentation of the subject studied. The TV audience might see a swarm of butterflies released in the studio, a working model of a cyclotron, a computer in operation, and many other tools and materials of science, as well as film not previously released to the public.

"Exploring" will be under the supervision of Edward Stanley, Director, Public Affairs. It will originate in NBC's New York studios and will be taped for broadcast. The program will be directed by Marvin Einhorn, producer-director of NBC-TV's "Continental Classroom." Edward Scherer will be associate producer of "Exploring," and it will be written by Edward W. Walsh.

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NBC-New York, 8/21/62

August 21, 1962

DR. ALBERT R. HIBBS

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Host of 'Exploring,' NBC-TV Color Broadcast Series

Children and scientists have a great deal in common -- particularly curiosity, says Dr. Albert R. Hibbs, nationally-known scientist and host of "Exploring," children's educational series to be broadcast on NBC-TV in color Saturdays (12:30-1:30 p.m. NYT) beginning Oct. 13.

"That's one thing I've noticed in working with children; they have exactly the same curiosity that scientists have, only with children it's a natural childish trait, whereas it's the business of scientists," he said. "Of course, the chief difference is that scientists are more disciplined. They will stick to a project when the going is tough. The child usually will drop it."

Dr. Hibbs is Senior Staff Scientist at the California Institute of Technology Jet Propulsion Laboratory. In the Spring of 1961 he taught a science class for fourth, fifth and sixth grade pupils at Sequoyah School in Pasadena, and during the past five years he has been a guest teacher in elementary and junior high schools in Los Angeles, Santa Ana and Pasadena. These latter classes have covered mathematics, general science, the moon and planets, the U. S. space effort and guided missiles. Since 1957 Dr. Hibbs has been consultant to the Los Angeles City Schools, Los Angeles County Board of Education; Department of Education, State of California; San Bernardino County Board of Education, and Orange County Board of Education. He has been a member of the Board of Trustees of Pacific Oaks College and Pre-

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Primary School since 1960. He is the author of "Science in Elementary School," an article published in "Teacher's College Record."

"The grade school child often can teach the teacher, more than the other way around -- a situation that can be used to advantage," Dr. Hibbs said. "Children have surprising insight not only into relations between people, as every parent knows, but also into quite abstract concepts. The teacher expects a certain answer but sometimes gets a different one. The different one may be right but it doesn't fit -- it doesn't make the point the teacher is trying to make. The difficult thing is to explain this to the child without discouraging him.

"For example, the teacher presses an empty glass, mouth down, into water and asks the class what it sees. The answer the teacher is looking for is that the water does not rise in the glass. This shows that air takes up space. But one child says, 'I see ripples,' another says, 'I see a little splash,' and a third child says, 'The water goes up on the sides.' All of these answers are right. And there's a lot to be learned from these ripples and the other things the children notice."

Dr. Hibbs is in thorough agreement with the purpose of "Exploring" -- to stimulate rather than educate.

"The thing I have always felt is important for me to get across, when I'm talking with children, is that I don't know all the answers -- that there is no final answer," he said. "The challenge of learning is the vast amount of ignorance left. The answers are nowhere near as fascinating as the unanswered questions.

"The principal characteristic of learning something is the fun you get out of it. Learning is very exciting. Children know this."

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Dr. Hibbs said he also likes the idea that "Exploring" will show the relationship between material in its various segments. He enjoys combining subjects and breaking down the barriers between them.

"One place to start teaching mathematics is parsing a sentence," he said. "Parsing a sentence is taking a set of symbols, in this case words, and rearranging them or studying their arrangement according to a set of rules, which we call grammar. Fundamentally that's what mathematics is."

No newcomer to the television camera, Dr. Hibbs recently completed a 39-week series, "Science in the News," the first 13 weeks of which were broadcast on KNXT and the last 26 weeks on KRCA, the NBC-owned station in Los Angeles. He has done programs on conservation, the moon and other science subjects for the Los Angeles city schools as part of their television classroom teaching, and several TV shows for teacher education in the Los Angeles schools.

Dr. Hibbs also appeared on "The Next 100 Years," a television series prepared for California Institute of Technology; "Man in Space," a CBS-TV Network presentation; "City At Night," in connection with a mathematics display at the Los Angeles Museum of Science and Industry, and various news segments on space exploration and nuclear testing.

Born in Akron, Ohio, Oct. 19, 1924, he was reared in Cincinnati. He received his bachelor of science degree in physics at California Institute of Technology in 1945, his master of science degree in mathematics at the University of Chicago in 1947, and his doctor of philosophy degree in physics at California Institute of Technology in 1955.

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Senior Staff Scientist at Caltech since 1950, he has been concerned with mathematical analysis and mathematical physics, related to missile development and space exploration. Included in his work was system analysis for the first Explorer satellite.

Until last May he was Chief of the Space Science Division which employed 250 persons. He resigned from this post to direct the newly formed Arms Control and Disarmament Study Group. On behalf of this group, he is now at Falmouth, Mass., attending the Government sponsored six-week study of the problems of inspection for a disarmament treaty. Next week he will go to Cambridge, England, as a member of the U. S. delegation attending the "Pugwash" conference on science and world affairs. The conference will be principally between American and Soviet scientists.

Among Dr. Hibbs' avocations are skin diving, photography, painting and woodworking. He has studied the cello and the euphonium, and, while attending the University of Chicago, took a course in hieroglyphics because the subject interested him.

Dr. Hibbs will make the trip between his home in Pasadena and New York for the taping of the weekly broadcast. He is married to the former Florence Pavin, and they have two children, Tory, eight, and Bart, six.

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NBC-New York, 8/21/62

August 21, 1962

CRAIG FISHER

- - -

Producer of "Exploring," New NBC-TV
Educational Program for Children

Craig Fisher, producer of "Exploring," NBC-TV's new educational program for children, is one of television's "second generation." Unlike older men who came to TV by way of radio or switched to it from another profession, Fisher, who is 30, grew up in television.

"I was exposed to it while I was in high school," he said. "When I was a freshman in college, I decided to make it my career, and I have never worked in any other field. We're in the maturing process together."

While associate producer of NBC-TV's "Today," Fisher was asked to develop a children's program for NBC. He discussed his ideas with educators across the country, including the U. S. Commissioner of Education, key staff members of the National Education Association, college professors and elementary school teachers. During this investigative process he received many valuable suggestions from experts at Harvard, Yale, Stanford and Syracuse universities, Columbia Teachers College, Hunter College and the universities of Maryland, Pennsylvania and Michigan.

Not only did he consult educators; he also sounded out school children between five and 11, the age range at which "Exploring" will be beamed. "When I spoke to classes in many of the schools I visited, I would ask the children which TV programs they liked and which they did not like, and why," he said. "Then I would say, 'If you were the

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man who puts the pictures on television, what sort of pictures would you put on?' Most of them said they would do a show that gave them information. A lot of them mentioned their studies and said they would like a program along these lines. All of them said they would do the show in a fun way."

Fisher said he found a remarkably close correlation between the ideas of the educators and the children as to what material the program should cover and how it should be presented.

"Our aim is to stimulate, not educate," he said. "We want to arouse the child's curiosity, make him ask 'why?' make him want to learn more about something he sees on the television screen. It will be up to the teachers and parents to follow up with the further information the child seeks."

Whenever geography becomes part of the program's subject matter, Fisher can often bring to it a first-hand knowledge. He was born in Manila while his father, an Air Force officer, was stationed at Clark Field. During his childhood he lived in Virginia, Hawaii, California and Oregon. Three years of his high school education were spent in Munich and Vienna, and he was graduated from high school in Washington, D. C. He was graduated from the University of Maryland in 1954 with a bachelor of arts degree in radio-television.

Fisher began his TV career while a sophomore in college, working as a page for WRC-TV, the NBC-owned station in Washington. As a student, he also was an editorial assistant with NBC News in Washington and later a member of the Press Information Department of WTOP-TV in Washington.

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In 1954-55 he was on the staff of WMAL-TV, the ABC affiliate in Washington, and produced the Washington Redskins' football games for the ABC regional network and also a local variety show. As a motion picture officer in the Air Force in 1955-57, he produced, directed and wrote information and training films.

Fisher was with CBS in New York from 1957 to 1961 as an associate producer, film director and writer in the Public Affairs Department. He was associate producer of the Sylvania Award-winning "Woman" series and associate producer of "The Right Man," a special program on Presidential campaigns with Garry Moore as host and Richard Boone, Celeste Holm, Art Carney and other well-known entertainment personalities.

In the Spring of 1961, Fisher rejoined NBC as associate producer of "Today." He is married to the former Elva Paul of Washington. They have two children, Cathleen, seven, and Dean, two and a half, and live in Westchester County, N. Y.

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NBC-New York, 8/21/62

NBC COLOR TELEVISION NEWS

August 21, 1962

'THE SHARI LEWIS SHOW' STARTS NEW SEASON (ITS THIRD) OF NBC-TV COLOR BROADCASTS ON SATURDAY, SEPT. 8

"The Shari Lewis Show" begins its third season of new color programs on NBC-TV Saturday, Sept. 8 (10-10:30 a.m. EDT) with its petite star richer by two more keepsake treasures than she had this time last year.

For one, Shari now owns a Gold Nymph Award, bestowed on her by the Second International Television Festival at Monte Carlo in February, 1962, for conducting the "best variety program" on television.

For another, Shari has now become a mother. Her first-born -- a 6-pound, 9-ounce girl named Mallory -- came into her loving possession July 7 at New York's Mt. Sinai Hospital. The baby has wide blue eyes and red hair, just like her mother.

"Who knows?" muses Shari. "Perhaps we'll let Mallory make her TV debut on the show before the season is over."

Otherwise, "The Shari Lewis Show" next season will continue with the musical comedy format that spotlights Shari's extensive talents as a ventriloquist, puppeteer, storyteller, dancer, mime, musician and magician.

Appearing with Shari will be her unusual puppet pals, including Lamb Chop, a naive lamb; Charlie Horse, a snaggle-toothed pony; Hush Puppy, a slow-talking dog; Maggie Nolia, Hush Puppy's girl friend, and others.

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Besides Shari, "live" performers featured on the show in the new season include Jerry Orbach -- with his puppets from the hit Broadway musical "Carnival" -- and Jackie Warner, who appears as Jump Pup, a friendly, oversized bulldog who can juggle, dance and do acrobatics.

Guest producers, including some top names in show business, will handle the series. They include the program's regular choreographer, Bill Foster, who has choreographed Danny Kaye TV specials and movies; actor Larry Blyden, who will direct the upcoming Broadway show "Harold"; John Gerstad, who directed the Broadway hit "The Seven Year Itch"; Douglas Campbell, star of the dramatic play "Gideon," and Jed Horner, Broadway producer.

"The Shari Lewis Show" is a Tarcher Production and originates at the NBC-TV Studios, New York. Bob Hultgren is director. (Jeremy Tarcher, Shari's husband, is head of Tarcher Productions.)

Having a baby was a new experience for Shari this past year -- but winning an award wasn't.

In 1960, "The Shari Lewis Show" won a George Foster Peabody Award for "outstanding television program for children," and also the TV-Radio Mirror Award for "best children's program." In 1961 and 1962 her series was nominated for an Emmy Award in the children's programming category.

Prior to that, Shari and her TV shows won four Emmy Awards in two years for her local productions on WNBC-TV, New York -- for "Shariland" in 1958; "Hi, Mom" in 1959.

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CREDITS FOR 'THE SHARI LEWIS SHOW' ON NBC-TV

Time:	NBC-TV Network color broadcasts, Saturdays 10-10:30 a.m. NYT; new season starts Sept. 8.
Star:	Shari Lewis
Featured:	Jerry Orbach and his puppets from the Broadway musical, "Carnival"; and Jackie Warner as Jump Pup, an oversized bulldog.
Format:	Children's musical comedy show with a new story each week and featuring Miss Lewis' talents as a ventriloquist, puppeteer, storyteller, dancer, musician and magician.
Producer:	Various
Director:	Bog Hultgren
Assistant to the Producer:	Frank Lewis
Associate Director:	Eleanor Tarshis
Writers:	Saul Turteltaub and Lan O'Kun
Special Music and Lyrics by	Lan O'Kun
Production Coordinator:	Mary Lou Brady
Unit Manager:	Ray Kupiec
Packaged by	Tarcher Productions, in association with the NBC-TV Network.
Original Starting Date:	Oct. 1, 1960
Origination:	NBC-TV Studios, New York
Sponsors (and Agencies):	Lever Brothers (J. Walter Thompson Co.); Colgate-Palmolive Company (Ted Bates & Co.); American Doll & Toy Corp. (Madison Square Advertising); and Remco Industries, Inc. (Webb Associates, Inc.).

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NBC-New York, 8/21/62

NBC COLOR TELEVISION NEWS

August 21, 1962

IT'S "THE NEW JOEY BISHOP SHOW" IN 1962-63
--AND IN COLOR, TOO--ON NBC-TV NETWORK

So what's new?

Joey Bishop has a new role as a TV entertainer, a new series format in color, a new cast of regulars and a new time period when "The New Joey Bishop Show" starts Saturday, Sept. 15 (8:30-9 p.m. NYT) on the NBC-TV Network.

Bishop, master of dead-pan humor, will launch his second season on NBC-TV as Joey Barnes, comedy host-emcee of a week-night TV interview and entertainment program. In the new show-within-a-show format, the off-stage as well as the on-stage antics of a television performer, his family, friends and assorted guest stars will be subjects of the weekly episodes.

Abby Dalton will co-star as Ellie Barnes, Joey's bride from Texas. Miss Dalton, who will "marry" Joey in the premiere episode, has already been dubbed the most "beautiful bigamist in TV." Late last season as Nurse Hale she was wed to Jackie Cooper in the "Hennesey" series.

Cherubic funnyman Joe Besser will be featured in the role of Jillson, the janitor of Joey's New York apartment house. Guy Marks, rising young comedian-impressionist, will portray Joey's lifelong friend and manager, Freddie.

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Marvin Marx will produce and James V. Kern will direct the series with Danny Thomas as executive producer.

Writers will include Stan Dreben and Harry Crane, Fred S. Fox and Iz Elinson and Fred Freeman and Gary Marshall.

The color series will be filmed before a live audience at Desilu-Cahuenga Studios, Hollywood.

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CREDITS FOR 'THE NEW JOEY BISHOP SHOW' COLOR BROADCAST SERIES ON NBC-TV

Program:	"The New Joey Bishop Show"
Time:	NBC-TV Network color broadcasts, Saturdays, 8:30 to 9 p.m. NYT, beginning Sept. 15, 1962.
Format:	New situation comedy series with Joey cast in the role of a TV entertainer who is host of his own New York-originated nightly program. A show-within-the-show format will enable stories to deal with the on-stage and off-stage life of a TV comedian.
Starring:	Joey Bishop
Co-starring:	Abby Dalton
Featuring:	Joe Besser and Guy Marks
Executive Producer:	Danny Thomas
Producer:	Marvin Marx
Director:	James V. Kern
Writers:	Stan Dreben and Harry Crane; Iz Ellinson and Fred S. Fox; Fred Freeman and Gary Marshall
Theme Song:	"Joey" by Sammy Cahn and James Van Heusen.
Production:	Bellmar Enterprises Production, in association with Danny Thomas.
Origination:	Filmed in color before a live audience at Desilu-Cahuenga Studios, Hollywood.
NBC Press Representatives:	Bill Faith (Burbank), Betty Lanigan, (New York).

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NBC-New York, 8/21/62

2-X-H

August 22, 1962

KRAFT FOODS IS FIRST SPONSOR TO BUY INTO 'EXPLORING,'
NBC-TV FULL-HOUR COLOR SERIES FOR CHILDREN

Kraft Foods is the first advertiser to purchase sponsorship in "Exploring," NBC-TV's new full-hour series for children, it was announced today by James Hergen, Director, Daytime Sales, NBC Television Network. "Exploring" was first offered for sale three weeks ago. It will be broadcast in color on Saturdays at 12:30 p.m. NYT, beginning Oct. 13.

Mr. Hergen said NBC is presently negotiating with several major national advertisers for the remaining time. He said he expects the program to be fully sponsored when it goes on the air.

Dr. Albert R. Hibbs, nationally known scientist who has received wide recognition for his teaching and other work in education, has been named host of the new series which originally was announced last May.

A Public Affairs presentation of NBC News, "Exploring" is designed to stimulate the young viewers' interest in five major avenues of learning -- language, music, mathematics, social studies and science. It will combine the most advanced teaching ideas and methods with a wide

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range of entertainment techniques in television to make the subject matter both meaningful and appealing to children.

Craig Fisher, formerly associate producer of NBC-TV's "Today" program, is producer of the series. He and his staff are working closely with educational groups and universities throughout the country, and have the professional assistance of prominent educators in the New York area.

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NBC-New York, 8/22/62

NBC COLOR TELEVISION NEWS

August 22, 1962

CORRECTION, PLEASE IN CREDITS FOR 'YOUR FIRST IMPRESSION'

In the Daily News Report of Aug. 20, 1962, please correct line to read:

Produced by Steve Hatos (and delete name of Fred Stettner, incorrectly listed).

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NBC TELEVISION NETWORK NEWS
August 22, 1962

'SAM BENEDICT,' FULL-HOUR SERIES ABOUT A BIG-CITY ATTORNEY, STARS EDMOND O'BRIEN ON NBC-TV SATURDAY NIGHTS

"Sam Benedict," a full-hour drama series about a dynamic modern attorney practicing law inside and outside the courtrooms of a busy metropolitan community, premieres on NBC-TV Saturday, Sept. 15 (7:30 to 8:30 p.m. NYT).

Starring in the title role is Oscar-winning motion picture leading man Edmond O'Brien. Featured in a continuing role is Richard Rust as Benedict's young associate, attorney Hank Tabor.

The metropolitan community in question is San Francisco and the time is the present. The character of Sam Benedict is based on that of Jacob W. "Jake" Ehrlich, who rose from poverty and the prize ring to become one of San Francisco's foremost present-day trial lawyers, one who has yet to lose a capital plea.

"Sam Benedict," will focus on the character of a top trial lawyer as revealed by his cases, rather than on the individual cases themselves. Benedict will be shown practicing law in not only the courtroom and his office, but in the street, in cars, ships and planes and in the quick and quiet workings of his mind and conscience. It would not be unusual for Benedict to resolve several cases while the jury is out deciding a client's fate.

All types of cases -- civil, criminal, corporate and domestic -- will come within the range of the series as it provides an authentic look at how law is practiced by the big-city lawyer of today. To assure this authenticity, Ehrlich, himself, will function as the series' technical consultant.

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The "Sam Benedict" series will be produced by MGM-TV, in association with NBC-TV. E. Jack Neuman is the executive producer and William Froug is the producer.

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CREDITS FOR 'SAM BENEDICT' ON NBC-TV

Time:	NBC-TV Network, Saturdays, 7:30 to 8:30 p.m. NYT.
Premiere date:	Sept. 15, 1962
Star:	Edmond O'Brien
Guest stars:	Various
Cast Includes:	Richard Rust as Hank Tabor, Joan Tompkins as Trudy Wagner
Executive producer:	E. Jack Neuman
Producer:	William Froug
Writers:	Various
Directors:	Various
Associate producer in charge of story:	Joseph Calvelli
Art Direction:	Leroy Coleman
Supervising film editor:	John Dunning, A. C. E.
Film editor:	Edward Curtiss, A. C. E.
Produced by:	MGM-TV, Culver City, Calif. (in association with NBC-TV)
Sponsors:	Various
NBC Press Representatives:	Norman Frisch (Burbank); Bob Goldwater (New York)

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NBC-New York, 8/22/62

NBC TELEVISION NETWORK NEWS

August 22, 1962

THAT TV EDUCATIONAL PROGRAMS CAN BE FASCINATING WILL AGAIN BE PROVED IN NEW SEASON OF 'WATCH MR. WIZARD' ON NBC-TV

NBC-TV's award-winning "Watch Mr. Wizard," a science program for youngsters that proves an educational program can be not only painless but fascinating, will start a new season of informative experiments Saturday, Sept. 1, 12 noon NYT. (Note: Effective Sept. 22 through Oct. 6 the program will be seen at 12:30 p.m. NYT. Beginnigg Oct. 13 and thereafter, the program will be broadcast at 1:30 p.m. NYT).

The program, in its 12th consecutive year on the network, stars Don Herbert as Mr. Wizard. Herbert has also been the series' creator and producer since it began on March 3, 1951.

Each week on the half-hour series, Herbert illustrates basic scientific principles through simplified but often dazzling experiments. Last season, his subjects ranged from spiders to the problems of space travel, from blood circulation to static electricity. Next season's schedules promises to be just as diversified and interesting.

As a tribute to Herbert's dramatic and effective demonstrations, a noted TV critic once wrote: "In my opinion, Don Herbert single-handedly is launching more children on scientific careers than all the elementary schools in the country put together."

Herbert received a letter from a thankful parent last season confirming the critic's statement. The letter from the parents of a Chicago youth explained how, as a result of "Mr. Wizard's" influence, their son became interested in science many years ago. And now, they wrote, the young man has been graduated from the University of Michigan with degrees in electronic engineering and mathematics.

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Herbert offers several reasons for the program's continued popularity for more than a decade. "We make the program fun," Herbert says. "Our experiments are always entertaining as well as instructive. In fact, I sometimes create near-magical effects. Then, too, children are naturally curious and we explain something new each week."

Herbert also feels that the program holds young people's interest because he uses familiar, everyday items in his experiments. "I never use an Ehrlenmeyer flask if a milk bottle will do," he says.

"Finally," he explains, "I use a young boy or girl to assist me on each program. This gives youngsters at home someone with whom they can identify themselves. The questions they ask usually are the same ones kids at home would ask me if they could."

Phil Fox, 14, returns this Fall as one of Mr. Wizard's young assistants. A new girl, who will alternate with Phil will be announced shortly.

Herbert's ability to explain complex scientific phenomena in lucid, elementary language has evoked enthusiastic response from students, parents and educations. In addition, "Watch Mr. Wizard" has won 17 national honors including two Thomas Alva Edison Foundation Awards -- the most recent was won on Feb. 2, 1962 -- as "The Best Science Television Program for Youth." Among other honors have been a Peabody Award and four Ohio State Awards.

"Watch Mr. Wizard" is a public affairs presentation of NBC News and originates live from New York. Dr. Morris H. Shamos, Physics Department Chairman at New York University's Washington Square College, serves as adviser to Herbert and his staff.

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CREDITS FOR 'WATCH MR. WIZARD' ON NBC-TV

Time:	NBC-TV Network, Saturday afternoons. New series begins Sept. 1, 12 noon NYT. Effective Sept. 22 through Oct. 6, the half-hour program will be seen at 12:30 p.m. NYT. Beginning Oct. 13 and thereafter, the series will be broadcast at 1:30 p.m. NYT.
Originator, Producer and Star:	Don Herbert
Assistant:	Phil Fox, who will alternate with a young girl to be announced shortly.
Format:	A live science program for young people which illustrates the magic and mystery of science in everyday living through simplified experiments that demonstrate basic scientific principles.
Original Starting Date:	March 3, 1951
NBC-TV Network Coordinator:	Blair Chotzinoff
Point of Origination:	NBC-TV Studios, New York
NBC Press Representative:	Stan Appenzeller (New York)

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NBC-New York, 8/22/62

August 23, 1962

PUREX TO SPONSOR 'THE WORLD OF MAURICE CHEVALIER,'
NBC SPECIAL PROJECTS TV HOUR ON THURSDAY, JAN. 24

Maurice Chevalier, one of the most durable and successful entertainers in the history of international showbusiness, will be the subject of a full-hour "World of ---" television program in the 1962-63 season, according to an announcement today by Donald B. Hyatt, Director of NBC Special Projects and executive producer of "The World of ---" series.

The Purex Corporation will sponsor "The World of Maurice Chevalier," which will be broadcast by the NBC-TV Network Thursday, Jan. 24, at an hour not yet set.

"This will be a warmly sentimental portrait of the man and the rich and varied life he has had," Hyatt said, "and, as in the other programs in the series, will present an in-depth view of his 'world' and how it affects our lives."

Eugene S. Jones, producer and director of "The World of ---" series, is now starting production with his sound-film crew in Paris, where Chevalier was born in 1888 and in whose suburbs he now has his home. When Chevalier comes to the United States later this year, the unit will cover thoroughly his life and work here.

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As outlined by Jones, the portrait of Chevalier will project viewers from the music halls of Paris at the turn of the century to the excitement and glamour of the showbusiness capitals of today.

In theatres here and abroad, "The World of ---" will eavesdrop on Chevalier as he performs his famous one-man show; accompany him to his dressing room; attend an informal party with him and some old friends; visit him at his home in suburban Paris; go with him to Montreal for a TV special in which he will take part; follow him as he walks down New York's Fifth Avenue, sure to receive and return admiring glances of young women who were not yet born when he was already a middle-aged performer.

To 160 million Americans, Chevalier's image is the embodiment of the emotional spirit that is Paris, projected by means of song, dancing feet, and a flashing smile sheltered beneath the brim of a rakishly tilted straw hat.

"Though the program will reflect his dedication to the happy life," Jones said, "it also will explore some of the trials, especially the years of the Second World War when he underwent one of the most shocking and painful experiences a Frenchman can endure."

During the war, Chevalier was accused of collaboration with the enemy, captured by the Maquis, and condemned to death. He declared his innocence, was ultimately cleared, and marched among Resistance leaders at the liberation.

With still-photographs-in-action and archive film footage, the program will explore the Paris of 1900, when Chevalier was inspired, as he once recalled, "to sing and dance and have everyone join me," -- a Paris of horse-cabs, cafes, music halls, poets, painters, politicians, mustachioed dandies and their girls.

(more)

"Chevalier's spirit is ageless," Jones said. "At a time when most men of his years are content to lead a sedentary life, he is as active a performer as ever. He is still enabling others to smile at the foibles of man by contributing the gift of his own gay heart."

James Reina will be associate producer of "The World of Maurice Chevalier." Joseph Liss will write the script, and Robert Emmett Dolan will compose the orchestral score.

As previously announced, "The World of Benny Goodman" will be the first of the new season's "World of---" programs. It will be broadcast Monday, Oct. 29 (8:30-9:30 p.m. EST). "The World of Jacqueline Kennedy," the second, will be broadcast Friday, Nov. 30 (10-11 p.m. EST). Additional programs in the five-show series, all under sponsorship of the Purex Corporation, will be announced soon.

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NBC-New York, 8/23/62

OM THE NATIONAL BROADCASTING COMPANY
y Rockefeller Plaza, New York 20, N. Y.

August 23, 1962

ENA HARTMAN, FASHION AND PHOTOGRAPHERS' MODEL,
IS THE LATEST TALENT DISCOVERY SIGNED
TO AN NBC DEVELOPMENT CONTRACT

Ena Hartman, a young fashion and photographer's model from Buffalo, N. Y., has become the latest talent discovery to be signed to an NBC Development Contract, it was announced today by David Tebet, Vice President, Talent Relations, NBC Television Network.

The tall, attractive native of Pine Bluff, Ark., was signed as a result of excellent performances in a series of NBC talent auditions. She will be groomed as a dramatic actress and singer and will be sent to dramatic school and to a vocal teacher, Mr. Tebet said.

Born on an April 1 in Pine Bluff, Miss Hartman attended schools in Pine Bluff, Moscow and Little Rock (all in Arkansas) before moving to Buffalo, N. Y., at the age of 13 with her mother.

After graduating from Hutchinson Central High School, she worked as an assistant manager in a Buffalo restaurant for two years.

Miss Hartman came to New York in 1961, enrolling in Joshua Shelley's dramatic classes, and soon established herself as one of the city's most in-demand models. A resident of New York City, she enjoys outdoor sports including hiking, swimming, tennis and golf.

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NBC COLOR TELEVISION NEWS

August 23, 1962

JOHN MILLS SIGNED FOR TITLE ROLE OF 'THE INTERROGATOR'
ON 'DU PONT SHOW OF THE WEEK' SUNDAY, SEPT. 23

One of the most distinguished actors of the English stage and screen, John Mills, has been signed by producer Lewis Freedman to star in the title role of "The Interrogator" on "Du Pont Show of the Week" Sunday, Sept. 23 (NBC-TV color broadcast, 10-11 p.m. EDT).

Mills will portray Fallon, a hard-bitten English superintendent of police who must deal in kind with Greek terrorists during the murderous conflict that preceded independence for the Mediterranean island of Cyprus.

As previously announced, "The Interrogator" will be directed by Jack Smight from the Don M. Mankiewicz adaptation of Troy Kennedy Martin's original teleplay (first presented last year on BBC-TV). The broadcast will be taped Sept. 7 in NBC's Brooklyn, N. Y., Color Studios. Additional casting will be announced shortly.

Mills has had a succession of stage triumphs in London, but has appeared only once on Broadway, as the title role star of "Ross," last season's hit play about Lawrence of Arabia. The actor is best known is the United States for his work in English and American motion pictures.

Recent film portrayals for which he has won critical acclaim on both sides of the Atlantic include that of Lt. Col. Basil Barrow in

(more)

"Tunes of Glory," the father in "Swiss Family Robinson," Barney in "Season of Passion," Binns in "Dunkirk," and Superintendent Graham in "Tiger Bay."

A few of his other film hits include "I Was Monty's Double," "The Circle," "The Young Mr. Pitt," "In Which We Serve," "Desert Attack," "This Happy Breed," "Way to the Stars," "Great Expectations," "So Well Remembered," "End of the Affair," "Above Us the Waves," "War and Peace," "Around the World in 80 Days," "The Baby and the Battleship," "The Colditz Story" and "Summer of the 17th Doll."

A native of Suffolk, England, Mills is married to playwright Mary Hayley Bell and is the father of young actress Hayley Mills, with whom he co-starred in "Tiger Bay" (1959). Mills worked as a clerk in London, before making his stage debut in 1929 in "Journey's End." Some of his many notable English stage credits include "Hamlet," "Charlie's Aunt," "Duke of York," "London Wall," "Jill Darling," "Red Night," "Flood Light," "Talk of the Devil," "She Stoops to Conquer," "A Midsummer Night's Dream," "We at the Crossroads," "Duet for Two Hands," "Top of the Ladder," "Figure of Fear" and "The Uninvited."

Mills has performed only once before in a dramatic role on American television, as a star of "The Letter" on "Producer's Showcase" Oct. 15, 1956.

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NBC-New York, 8/23/62

NBC COLOR TELEVISION NEWS

August 23, 1962

JACK PAAR HAS A NEW, PRIME-TIME FRIDAY NIGHT
COLOR BROADCAST SERIES ON NBC-TV FOR 1962-63

"The Jack Paar Show," a new one-hour color interview and music show, will make its debut on Friday, Sept. 21 from 10 to 11 p.m. NYT on the NBC-TV Network. With the unpredictable Jack Paar at the helm, the program will resemble to a large degree the late-night show which Paar has conducted on NBC-TV for the past five years.

In addition to interviews with famous and less well-known personalities, Paar will utilize films taken on location in various parts of the world. The first of these films are those taken by Paar during a trip in April and May, 1962, through the South Pacific and Japan. He will show various islands in the Pacific -- on which large concentrations of American troops were based during World War II -- as they appear today.

"The Jack Paar Show" will be produced by Paul Orr, who served as producer of the late-night show. Another familiar figure who will be on hand for the weekly color program will be bandleader-pianist Jose Melis. In addition to his regular complement of musicians he will have added strings for a bigger and richer sound.

Paul W. Keyes and Bob Howard are the writers. Keyes and Tom Cochran are the associate producers.

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NBC COLOR TELEVISION NEWS

August 23, 1962

CREDITS FOR 'THE JACK PAAR SHOW' COLOR BROADCASTS ON NBC-TV

Program Title:	"The Jack Paar Show"
Star:	Jack Paar
Time:	NBC-TV color broadcasts, Fridays, 10 to 11 p.m. NYT, starting Sept. 21
Format:	Informal hour of interviews, discussions, music and special features. Guest stars on each show.
Producer:	Paul Orr
Associate Producers:	Tom Cochran and Paul W. Keyes
Writers:	Paul W. Keyes and Bob Howard
Director:	Hal Gurnee
Musical Director:	Jose Melis
Origination:	NBC Studios, New York
Sponsors:	P. Lorillard Company, through Lennen and Newell Agency for 26 alternate weekly half-hours, plus participating sponsors.
NBC Press Representatives:	Betty Ann Lanigan (New York) and Doug Duitsman, Burbank

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August 23, 1962

AN ARMY VETERINARIAN IN CONTEMPORARY PARIS IS THE CHIEF CHARACTER OF "DON'T CALL ME CHARLIE!" ON NBC-TV NETWORK

"Don't Call Me Charlie!" an NBC-TV half-hour situation comedy series (Fridays at 9:30 p.m. NYT, starting Sept. 21) is set against the background of the Army in contemporary Paris, and revolves around the adventures -- and misadventures -- of Judson McKay (Josh Peine), a newly licensed veterinarian from Muscatine, Iowa, who has been drafted, commissioned a lieutenant and sent to Paris.

McKay, a charming fellow who loves everybody and animals in particular, is the type of fellow who by some modern standards would be described as "a square." Honest as the day is long, Judson quite frequently is a little more than baffled by his Army associates who devoutly believe in "cutting every corner" and abhor "living by the book." In short, situations are constantly snarled up.

Among his colleagues is Pat Perry (Linda Lawson), the general's secretary, who wishes Judd would pay a little more attention to her and less to his animals.

Colonel U. Charles Barker (John Hubbard), his commanding officer (known to his intimates as Charlie), undoubtedly is the world's number one goldbrick, but he has the charm of a Don Juan.

Sergeant Wozniak (Cully Richards) is a typical first sergeant who aids Barker in all his chicanery and backs the colonel up through thick and thin, but only when it's to his advantage.

(more)

General Steele (Alan Napier) is the ranking officer of the area. A kindly man with over 30 years service, he sees through all the subterfuge but tolerates it with tongue in cheek.

Corporal Lefkowitz (Arte Johnson), the colonel's nephew, is the typical "patsy," who runs all the errands, takes all the guff and would do anything to keep in the good graces of Barker and Wozniak.

Selma Yossarian (Louise Glenn), Barker's secretary, boasts the distinction of forgetting "thought number one" before she proceeds to "thought number two."

Madame Fatime (Penny Santon), is the landlady of the "pension" where Pat Perry lives.

"Don't Call Me Charlie!" is created by Don McGuire, who also is producer-director of the series.

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NBC-New York, 8/23/62

CREDITS FOR "DON'T CALL ME CHARLIE!" ON NBC-TV

Time:	NBC-TV, Fridays (9:30-10 p.m. NYT).
Premiere:	Sept. 21, 1962
Format:	Situation comedy revolving around the humorous adventures in contemporary Paris of a young Iowa veterinarian serving in the Army.
Featuring:	Josh Peine as Judson McKay Linda Lawson as Pat Perry John Hubbard as Col. U. Charles Barker Cully Richards as Sgt. Wozniak Alan Napier as Gen. Steele Arte Johnson as Cpl. Lefkowitz Louise Glenn as Selma Yossarian Penny Santon as Madame Fatime
Producer:	Don McGuire for the McGuire Co. Inc.
Writer-Director:	Don McGuire
Director of Photography:	Harry Wolf
Script Supervisor:	Frank Kowalski
Art Director:	Walter McKeegan
Film Editor:	Jack Ruggiero
Sound:	Mickey Emerson
Assistant Director:	Joe Depew
Set Decorator:	Dorcy Howard
Wardrobe Supervisor:	Robert Lawson
Makeup:	Ernest Young
Hairdresser:	Lillian Hokom
Origination:	Filmed by the McGuire Co., Inc., at General Service Studios, Hollywood, Calif.
NBC Press Representatives:	Bob Bowen (Burbank) and Betty Lanigan (New York)

CAST AND CREDITS FOR 'THE OUTPOST,' AN ORIGINAL DRAMA IN COLOR ON 'DU PONT SHOW OF THE WEEK' SUNDAY, SEPT. 16

Title:	"The Outpost" on "Du Pont Show of the Week"
Date and Time:	NBC-TV color broadcast, Sunday, Sept. 16 (10-11 p.m. EDT)
Starring:	Neville Brand, Richard Conte, Keir Dullea, Claude Rains and Everett Sloane
Original Teleplay by	Roger O. Hirson
Executive Producer:	Fielder Cook
Producer:	Jacqueline Babbin
Directed by	Fielder Cook
Original Music Composed and Conducted by	Wladimir Selinsky
Associate Director:	Robert Hopkins
Assistant to the Producer:	Nora Ahern
Assistant to the Director:	Maureen Hesselroth
Scenic Designer:	Jan Scott
Technical Director:	O. Tamburri
Costumes by	John Boxer
Unit Manager:	Jim Marooney
Make-up by	Bob Phillippe
Graphic Arts:	Guy Fraumeni
Video:	Arnold Dick
Audio:	Jim Blaney
Lighting:	Alan Posage

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CAST AND CREDITS FOR 'THE DOTTORE', AN ORIGINAL DRAMA EPISODE ON 'GO FOR FIVE' ON BBC 'SUNDAY', SEPT. 16

Title:	"The Dottore" or 'Do Not Bore of the Mad'
Date and Time:	BBC TV Outer Broadcast, Studio Three, 16 (Dress Rehs. NOT)
Starring:	Wendy Jenny, Richard Corey, Kile Smith, Charles Paine and Everett Sloan
Original Teleplay by	Peggy O. Nelson
Executive Producer:	Philip Cone
Produced by	Alexander Boyd
Directed by	Philip Cook
Original Music Composed and Conducted by	Alastair Cullen
Associate Director:	Robert Hamlin
Assistant to the Producer:	Rose Mann
Assistant to the Director:	Mary Ann Hollinger
Scenic Designer:	Ed Wolf
Technical Director:	H. Tarquin
Costumes by	Joan Tuma
Stage Manager:	Pip Kennedy
Make-up by	Ted Pallings
Sound Effs:	Guy Fountain
Video:	Harold Dick
Audio:	Jim Bloom
Lighting:	Alex Tomer

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Stage Managers:	Sam Kirshman and Fred Lights
Production by	The Directors Company

* * *

Origination:	NBC Color Studios, Brooklyn, N. Y., via color tape
Sponsor:	The Du Pont Company
Agency:	Batten, Barton, Durstine & Osborn Inc.
NBC Press Representatives:	Charlie Gregg (New York) and Bill Kiley, (Burbank)

* * *

THE CAST

The Colonel.....Claude Rains

The Captain.....Richard Conte

The Lieutenant.....Keir Dullea

The Sergeant.....Neville Brand

The Private.....Everett Sloane

* * *

THE STORY

"The Outpost" is an allegorical play without setting as to exact time or location. The action takes place in a stark, lonely military outpost in a desert wilderness, near an "enemy" frontier. A young lieutenant (Keir Dullea) arrives at the outpost and is shocked to find only four other soldiers there -- each with a stain against his military record. Even more surprising is that, when he reports enemy troop movements in the area, the others accuse him of having "hallucinations." The action builds in suspense to a surprise ending -- and one of the five comes to realize that they are facing across the lonely border what is generally regarded as the greatest moral and spiritual enemy of the 20th Century -- or any century.

-----o------ NBC-New York, 8/23/62

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NBC TRADE NEWS

August 24, 1962

NBC RADIO AFFILIATES EXECUTIVE COMMITTEE PRAISES NETWORK FOR ITS LEADERSHIP IN SALES, AUDIENCE AND NEWS COVERAGE

The Executive Committee representing the radio stations affiliated with the National Broadcasting Company praised the NBC Radio Network for its "consistent maintenance of leadership in sales, audience and news coverage, and its compensation to affiliates. And NBC's approach to network radio programming, initiated two years ago, has become the much-copied standard of the industry, and we are confident NBC will maintain its leadership in network broadcasting."

The statement was made by William Grant (KOA, Denver) Chairman of the NBC Radio Affiliates Executive Committee which met Aug. 19 to 21 at the Broadmoor Hotel, Colorado Springs, Colo.

William K. McDaniel, Executive Vice President, NBC Radio Network, reported at the meeting, "The NBC Radio Network is currently 84 per cent sold out and the latest Sponsored Time Report (July) shows NBC Radio has 46 per cent of all sponsored time of all national radio networks.

"In July, NBC Radio sold more commercial minutes within our weekend 'Monitor' program than another national radio network sold for its entire broadcast schedule.

"NBC Radio's informational programming has totaled 90 hours since the beginning of the year, and it has run the gamut from orbital coverage to Presidential press conferences, and from a birthday salute to Bob Hope to President Kennedy's world travels and a series on the F.B.I.

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"Forthcoming programming will include coverage of the orbit shot slated for September 18, and coverage of America's Cup Regatta September 15. NBC Radio's sports coverage -- the best in the business -- will continue its coverage of championship events such as the World Series, Pro Football Championship and the foremost college football bowl games."

NBC was represented at the meeting by Mr. McDaniel; George A. Graham Jr., Vice President and General Manager, NBC Radio Network; and Tom Knode, Vice President, Station Relations.

The members of the NBC Radio Network Affiliates Executive Committee are: William Grant, KOA, Denver, Colo., Chairman; John Tansey, WRVA, Richmond, Va., Vice Chairman; Lyell Bremser, KFAB, Omaha, Nebr., Secretary-Treasurer; Thomas Barnes, WDAY, Fargo, N. D.; Les Biederman, WTCM, Traverse City, Mich.; Gustav Brandborg, KVOO, Tulsa, Okla.; Thomas Carr, WBAL, Baltimore, Md.; Robert Rich, WDSM, Duluth, Minn.; and Stan Torgerson, WMC, Memphis, Tenn.

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NBC-New York, 8/24/62

LAWRENCE K. GROSSMAN IS APPOINTED DIRECTOR,
NATIONAL ADVERTISING AND PROMOTION, BY NBC

FOR RELEASE MONDAY A.M., AUG. 27

Lawrence K. Grossman has been appointed Director, National Advertising and Promotion, National Broadcasting Company, it was announced today by Sydney H. Eiges, Vice President, Public Information, NBC.

Mr. Grossman joins NBC from the CBS Television Network, where he served for six years as a key executive in the Advertising and Sales Promotion Department. He was most recently Assistant Administrative Director and Assistant Copy Chief of that department. Before that, he was an executive in the Promotion Department of Look Magazine.

Mr. Grossman was graduated from Columbia College in 1952 and was elected to Phi Beta Kappa there. He also attended Harvard Law School. He lives in Westport, Conn., with his wife, the former Alberta Nevler, and their three daughters, Susan, Jennifer and Caroline.

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LIGGETT AND MYERS PURCHASES ALTERNATE-WEEK SPONSORSHIP IN TWO NEW NBC-TV FULL-HOUR SHOWS: "IT'S A MAN'S WORLD" AND "WIDE COUNTRY"

- - -

Sponsor Now Has Buys in Eight 1962-63 Nighttime Series on Network

FOR RELEASE MONDAY A.M., AUG. 27

Liggett & Myers Tobacco Company has purchased alternate-week sponsorship in two new hour-long NBC-TV nighttime programs -- "It's a Man's World" and "Wide Country" -- increasing to eight the number of regular NBC-TV 1962-63 nighttime programs in which that company has bought participation, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

"It's a Man's World" will be broadcast Mondays, 7:30-8:30 p.m. NYT, beginning Sept. 17. The Liggett & Myers sponsorship begins on the series' second program, Sept. 24. The filmed comedy-adventure series is about four boys who live on The Elephant, a houseboat moored at a dock in a small Midwest college town.

"Wide Country," in which Liggett & Myers sponsorship begins on the program's premiere, Thursday, Sept. 20, 7:30-8:30 p.m. NYT, stars Earl Holliman as Mitch Guthrie, a champion rodeo rider who combines courage, intelligence and a gentle manner. Andrew Prine co-stars as Andy, Mitch's younger brother.

Other regular NBC-TV nighttime programs in which Liggett & Myers has purchased sponsorship are (all previously announced): "Ensign O'Toole" on Sundays, "The Virginian" on Wednesdays, "The Andy Williams Show" and "Dr. Kildare" on Thursdays, "Saturday Night at the Movies" on Saturdays, and the "Tonight" show presented Monday through Friday.

All Liggett & Myers orders were placed through J. Walter Thompson Company.

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BEHIND-THE-SCENES CAMERA STUDY OF COMEDIAN SHELLEY BERMAN
WILL BE SEEN ON 'DU PONT SHOW OF THE WEEK' NEXT SPRING
- - -
Hour Special Will Be Produced by Creative Projects, NBC News

FOR RELEASE MONDAY A.M., AUG. 27

Shelley Berman will be the subject of a full-hour behind-the-scenes camera study of a comedian to be presented on NBC-TV's "Du Pont Show of the Week" series next Spring, Irving Gitlin, executive producer in charge of Creative Projects, NBC News, announced today.

NBC film crews will follow Shelley Berman for a period of three months, as he appears in nightclubs, on concert tours, and makes record albums. He will be filmed as a performer and in his offstage life.

The program, Mr. Gitlin said, will attempt a "living portrait" of a comedian in action -- what motivates him, his relations with his audience, the strain he is under to make people laugh, and how he feels about his work.

Fred Freed will produce and write the program. Air date for the Sunday (10-11 p.m. NYT) broadcast will be announced.

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August 24, 1962

SEASON'S PREMIERE

DICK POWELL STARTS HIS SECOND SEASON OF FULL-HOUR TUESDAY DRAMAS ON NBC-TV WITH 'SPECIAL ASSIGNMENT,' IN WHICH HE HEADS A CAST OF EIGHT TOP HOLLYWOOD STARS SEPT. 25

Dick Powell heads a cast of eight top Hollywood stars in "Special Assignment," a full-hour drama about a dying millionaire who learns that all of his money has not purchased a single friend, as the "Dick Powell Reynolds Aluminum Show" starts its second season on the NBC-TV Network, Tuesday, Sept. 25, at a new time (9:30-10:30 p.m. NYT). On alternate Tuesdays, the program is titled "The Dick Powell Show."

The stars appearing with Powell (listed in alphabetical order), are his wife June Allyson, Edgar Bergen and his wife Frances, Jackie Cooper, Lloyd Nolan, Mickey Rooney and Barbara Stanwyck.

Attorney Paul Martin (Powell) is retained by multi-millionaire Vernon Clay (Nolan) when he learns he has but a few months to live. He assigns Martin to investigate the "true feelings" of the people who may inherit his fortune.

Martin is told that it is up to him to determine who will divide the Clay millions.

Assuming the roles of bartender, photographer, reporter, hunter and detective, Martin meets Clay's friends and draws out their feelings about the wealthy tyrant.

(more)

Jeri Brent (Miss Allyson) hates Clay because he halted her marriage to his son. Eugene Swanson (Bergen) has become a quivering "guest" in his own home because of his wife Hilda's (Frances Bergen) greed for the possible Clay inheritance.

Judd Rogers (Cooper) blames Clay for his own father's suicide. Putt-Putt Higgins (Rooney) had his life ruined when he complied with Clay's request for a favor, and Irene Phillips (Miss Stanwyck) has become a drunken liar who spends her life trying to hide her true feelings from Clay.

Don Taylor is director and writers are Ben Starr, Bob O'Brien and Ellis St. John. Aaron Spelling is producer.

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NBC-New York, 8/24/62

August 24, 1962

DICK POWELL AGAIN LINES UP TOP STARS FOR HIS TUESDAY FULL-HOUR DRAMAS ON THE NBC-TV NETWORK

Producer-director-actor-host Dick Powell will continue to present top stars of Hollywood and New York in a series of suspense, drama and comedy shows, on the "Dick Powell Reynolds Aluminum Show" and "The Dick Powell Show" alternately, starting Tuesday, Sept. 25 (NBC-TV, 9:30-10:30 p.m. NYT). This season's time is a half-hour later than last season.

Powell has gathered one of the largest corps of writers ever assigned to a single series. Much of the series' story material will consist of original dramas which will be presented by a rotating group of Hollywood's top producers and directors.

The series will also continue its habit of "off-beat" casting in various parts.

"One of our stories has a highly dramatic few minutes in which a washed-up vaudevillian tries to use another man's death as a stepping-stone to regain stardom," says Powell. "It's a small part -- but an important one, and we were lucky enough to get Groucho Marx to take it."

Powell's switching of comedians-into-actors worked so well last year that Milton Berle won several awards when he appeared in a straight dramatic part on the series.

Powell, who appears in every third episode, also has plans for a drama in which he will join with his co-partners at Four Star Television -- David Niven and Charles Boyer.

(more)

"If I can just get those two guys free of other commitments -- both at the same time -- we're in business," Powell comments with a laugh.

The series is sponsored by the Reynolds Aluminum Company, the American Gas Association, and Kimberly-Clark Paper Products.

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NBC-New York, 8/24/62

CREDITS FOR DICK POWELL SHOWS ON NBC-TV

Program:	"The Dick Powell Show" and "The Dick Powell Reynolds Aluminum Show" (alternate weeks)
Time:	NBC-TV, Tuesdays, 9:30-10:30 p.m. NYT (new season starts with "The Dick Powell Reynolds Aluminum Show" Sept. 25, 1962.)
Original Premiere Date:	Sept. 26, 1961
Host:	Dick Powell
Star:	Dick Powell stars in every third episode (and other top stars head the casts on other weeks).
Format:	An anthology series with guest stars each week. Stories vary but the emphasis is on action and adventure.
Executive Producers:	Dick Powell and Tom McDermott.
Production Supervisor:	Jack Sonntag.
Art Director:	Jan Van Tamelen.
Makeup:	Burris Grimwood.
Point of Origination:	Four Star Television, North Hollywood, Calif.
Sponsors and Agencies:	Reynolds Metal Company, and the American Gas Association, both through Lennen & Newell Advertising Agency, and Kimberly-Clark Paper Products, through Foote, Cone & Belding, Inc.
NBC Press Representatives:	Bill Kiley (Burbank); Leonard Meyers (New York).

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NBC-New York, 8/24/62

NBC COLOR TELEVISION NEWS

August 24, 1962

ATTENTION, TV EDITORS AND PHOTO EDITORS

PROGRAM CHANGE FOR OPENING 'BELL TELEPHONE HOUR'

Carol Lawrence will not appear on the opening "Bell Telephone Hour" color broadcast as previously announced. She had been scheduled to appear on the series' first 1962 to 63 program Monday, Sept. 24 (NBC-TV, 10-11 p.m. EDT). A substitution will be announced soon.

NBC COLOR TELEVISION NEWS

August 24, 1962

CAROL HANEY WILL HAVE THE CHOREOGRAPHER'S ASSIGNMENT
ON FIRST FIVE PERRY COMO 'MUSIC HALL' BROADCASTS
OF UPCOMING SEASON; SHE WILL DANCE IN SOME, TOO

Carol Haney will take over Peter Gennaro's choreography assignment for the first five color broadcasts of "Perry Como's Kraft Music Hall" when it returns to NBC-TV for the new season Wednesday, Oct. 3 (9-10 p.m. NYT).

Gennaro, who has been choreographer of the Como show, for the last two seasons, will return to that role when he completes his current duties of dance creation and direction for the upcoming production of Irving Berlin's new Broadway musical, "Mr. President."

Miss Haney, who has been guest star on several past Como broadcasts, also will be spotlighted in dance productions on at least two of the five shows she will choreograph. The talented performer, who has numerous stage, film and TV credits, was paired with Gennaro as the featured dance team in the Broadway hit, "Pajama Game."

Miss Haney was Gene Kelly's assistant on many of his pictures. She made nightclub appearances as Jack Cole's partner, and staged the dancing for many Broadway productions.

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NBC COLOR TELEVISION NEWS

August 27, 1962

PROGRAM CHANGE

JANET BLAIR TO APPEAR ON SEASON'S
FIRST "BELL TELEPHONE HOUR"

Janet Blair will appear in the opening "Bell Telephone Hour" color broadcast of the season Monday, Sept. 24 in place of Carol Lawrence, previously announced for this date (NBC-TV color broadcasts 10-11 p.m.).

Miss Lawrence was released by the producers to allow her to rehearse for a forthcoming Broadway show.

Miss Blair, a favorite on past seasons' "Bell Telephone Hour" programs will join the previously announced guests: Roberta Peters, Robert Merrill, Byron Janis, the Brothers Four, and Rudolf Nureyev and Lupe Serrano. Donald Voorhees conducts. Barry Wood is executive producer of the program.

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ALBERT S. BURCHARD IS NAMED MANAGER,

NBC NEWS, SAN FRANCISCO

Albert S. Burchard, national assignment editor for NBC News, has been named Manager, NBC News, San Francisco, it was announced today by William R. McAndrew, Executive Vice President, NBC News.

The appointment is part of a series of moves to strengthen NBC News coverage in San Francisco. As announced recently, the news staff of the NBC radio station in San Francisco, KNBC, has been incorporated into NBC News, making available to the station the world-wide staff and facilities of the network news organization.

In addition, KNBC is planning a daily news program featuring NBC News correspondent Cecil Brown, who is being reassigned to Los Angeles from his post as chief of the network's bureau in Tokyo.

Burchard joined NBC News in 1958 and served as news writer before becoming national assignment editor. He previously worked in various editorial capacities on the New York Daily News, the New York World Telegram and Sun, the Oakland (Cal.) Tribune and the San Francisco Chronicle.

For four years, from 1947-1951, he served with the Stars and Stripes in Europe, as reporter, book reviewer and feature writer. During that period, he was one of the founders of the Overseas Weekly.

Burchard was born in Oxford, N. Y., Feb. 19, 1925. He is a graduate of the University of Missouri School of Journalism.

Mr. and Mrs. Burchard and their six children, one boy and five girls, live in Ridgewood, N. J.

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NBC-New York, 8/27/62

August 27, 1962

'TODAY' LIVES UP TO ITS NAME IN KEEPING NBC VIEWERS UP-TO-DATE ON SIGNIFICANT PEOPLE AND ACTIVITIES

The "Today" show, now in its 11th year on the NBC-TV Network, is blend of the new and the old -- but as up-to-date as the latest news headlines.

New to the Monday-through-Friday morning (7-9 a.m. NYT) series is host Hugh Downs, who joins the program Sept. 10.

Though new to "Today," the versatile Downs is known to millions of viewers through his five-year association with the network's "Tonight" program and as star of NBC-TV's daytime game show, "Concentration." He will continue to be seen on "Concentration" in addition to "Today." Also new to "Today" is pretty Pat Fontaine who was chosen "Today Girl" on August 13.

Two of "Today's" original cast members are again seen regularly on the program. Popular Jack Lescoulie, who had been with the series from its premiere on Jan. 14, 1952, until last Summer, returned July 9. During last season, he was co-star of NBC-TV's "1,2,3--Go!"

And Frank Blair, who has appeared regularly on "Today" since it started, continues on the program and presents the news four times each morning.

For some 27,000,000 different viewers who watch "Today" each month, the program is informative, stimulating and entertaining.

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It brings its audiences the first news of the day on important developments at home and overseas as well as reports on sports and the weather.

In addition, the program keeps viewers abreast of noteworthy happenings in politics and the government, science, literature, art, fashions, music, education and other areas.

During a typical morning, viewers might see interviews with a member of the President's Cabinet and the author of a new book; a showing of art from a newly opened exhibit, a fashion show, entertainment by a top musical artist or group, and features on people, places and things of particular interest.

"Today" originates live from NBC-TV's New York studios. However, the program has traveled across the country to bring viewers features on interesting places and people. This past season, for example, "Today" originated from the Seattle World's Fair; Los Angeles, Chicago, St. Louis and Dallas-Fort Worth. Similar trips are planned for the program during the 1962-63 season.

"Today" is a presentation of NBC News. Al Morgan is the producer.

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CREDITS FOR 'TODAY' ON NBC-TV

Time:	NBC-TV Network, Monday through Friday, 7-9 a.m. NYT.
Personalities:	Host Hugh Downs, Jack Lescoulie, Frank Blair and "Today Girl" Pat Fontaine
Format:	Late news reports, sports and the weather; interviews with prominent people in politics, government, the arts, science, education, literature and other fields; musical entertainment and other features on people, places and things of interest.
Premiere date:	Jan. 14, 1952
Producer:	Al Morgan
Associate Producer:	Frank Donghi
Directors:	Larry Owen Jr., Jim Gaines, Lee Tredanari and (in Washington) Charles O. Jones Jr.
Program Manager:	Don Silverman
Editorial Supervisor:	John Dunn
Reporter:	Paul J. Cunningham
News Editors:	Dick Graf and Helen Marmor
Program Writers:	R. A. Ballad, Chuck Horner, Doreen Chu, John Lord, Sanford Sheldon, Alan Smith and Barbara Walters.
News Writers:	Dennis Dalton, Lamar Falkner, Alan Mohan and Joe Mehan

(more)

Commercial Producer:	Win Welpen
Unit Managers:	Tom O'Keefe and Gene Whitlock
Associate Directors:	Richard Lerner, Paul Ranson and Bill Brown
Research:	Richard Arlett
Settings:	Frank Skinner Jr.
Graphic Artists:	Lou Cuevas and Norman Moore
Sponsors:	Various
Origination:	Live from NBC-TV's New York studios
NBC Press Representatives:	Stan Appenzeller (New York), Bill Faith (Burbank)

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NBC-New York, 8/27/62

NBC TELEVISION NETWORK NEWS

August 27, 1962

MEMORY AND IMAGINATION ARE KEY FACTORS IN BEING A WINNER ON 'CONCENTRATION,' NBC-TV GAME SHOW WITH HUGH DOWNS

Good memory and imagination are the key factors required to be a winner on "Concentration," NBC-TV's top-rated daytime program which stars Hugh Downs as host. The game show, starting its fifth year on the network, is presented Monday through Friday from 11:30 a.m. to 12 noon NYT.

Based on the children's card game of the same name, "Concentration" places two contestants in competition. A large electronic board in the studio lists numbers from 1 to 30. Each number appears on one side of a triangular wedge. On the second side of the wedges are pictured prizes, which when matched will make 15 pairs. The third sides reveal parts of a rebus (word picture).

Each contestant is called upon to choose two numbers. If he can match a pair of prizes he is credited with the prize pictured. In turn, a portion of the rebus is revealed. The prizes include items of various values -- all the way from one jelly bean to an all-expense trip to Europe.

The first contestant to identify the rebus as the title of a book, song or poem or a famous saying receives all the prizes credited to him and has the right to play the next game. The loser is out of competition, and although he doesn't win any prizes credited to him, receives a consolation award.

Norm Blumenthal is the producer of "Concentration," and Ted Nathanson the director. The series has been on NBC-TV since Aug. 25, 1958.

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CREDITS FOR 'CONCENTRATION' ON NBC-TV

Time:	NBC-TV Network, Monday through Friday, 11:30 a.m. to 12 noon NYT.
Host:	Hugh Downs.
Format:	Audience-participation show based on memory and imagination, derived from the children's card game of the same name.
Producer:	Norm Blumenthal.
Director:	Ted Nathanson.
Associate Producer:	John Tobyansen.
Associate Director:	Gertrude Rosenstein.
Program Staff:	Jeanne O'Meara and Bill Hausler.
Announcer:	Jim Lucas.
Music Director:	Milton Jay Kaye.
Unit Manager:	Art Angilly.
Original Starting Date:	Aug. 25, 1958.
Origination:	NBC Studios in New York.
Sponsors:	Various
NBC Press Representative:	Bob Goldwater (New York).

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NBC-New York, 8/27/62

NBC COLOR TELEVISION NEWS

August 27, 1962

SEASON'S PREMIERE

SOME HIGH SPOTS OF ED WYNN'S CAREER ARE REVIEWED BY COMEDIAN IN "GOLDEN HORSHOE REVUE" ON "DISNEY'S WONDERFUL WORLD" HOUR

Veteran comedian Ed Wynn reviews some of the high spots of his 61 years in showbusiness in "The Golden Horseshoe Revue," which launches "Walt Disney's Wonderful World of Color" on its second season of color broadcasts over the NBC-TV Network Sunday, Sept. 23 (7:30 to 8:30 p.m. EDT).

Wynn, Annette, singer Betty Taylor and comedians Gene Sheldon and Wally Boag help celebrate the 10,000th performance of the Old West act which has been seen by nearly 3,000,000 visitors to Disneyland's popular Golden Horseshoe Restaurant.

Miss Taylor, known as Slue Foot Sue, interrupts the revue when she spots 75-year-old Wynn in the audience. In a matter of minutes she has him on stage where the famed funnyman sings songs and tells jokes that have been acclaimed by his fans since 1901. Wynn and Miss Taylor do several duets as he wheels her about the stage atop his comical old "pianocycle."

In a "Wild West" skit, a prim Annette tries to calm a saloon full of boisterous cowboys with a coy rendition of "Hang a Lantern in

(more)

the Window" but has no luck until she joins a chorus of can-can girls in a rousing ragtime tune called "Mister Piano Man."

The "Golden Horseshoe Revue" was directed by Ron Miller from a Larry Clemmons script. Lou Debney was associate producer for Walt Disney.

* * *

(EDITOR'S NOTE: A "Walt Disney's Wonderful World of Color" program story, recapping the first seven Sundays of color presentations, ran in the NBC Daily News Report on Aug. 17, 1962).

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NBC-New York, 8/27/62

NBC COLOR TELEVISION NEWS

August 27, 1962

CREDITS FOR "WALT DISNEY'S WONDERFUL WORLD OF COLOR" ON NBC-TV

Time:	NBC-TV Network, Sundays (7:30 to 8:30 p.m. NYT), new season starting Sept. 23, 1962
Host:	Walt Disney, with an occasional assist from Professor Ludwig Von Drake.
Format:	Varied, including nature novelettes, animated cartoons, adventures tales, classics, and musical extravaganzas.
Stars:	Various, both live and animated.
Producer:	Walt Disney
Directors:	Various
Writers:	Various
Music:	Various
Produced by	Walt Disney Productions in association with NBC-TV.
Filmed at	Walt Disney studios in Burbank, California, and on location all over the world and the United States.
Origination:	Hollywood
Original NBC-TV Starting Date:	Sept. 24, 1961
Sponsors (and Agency):	Radio Corporation of America and the Eastman Kodak Company through the J. Walter Thompson Co.
NBC Press Representatives:	Bill Kiley (Burbank); Charlie Gregg (New York).

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August 28, 1962

'FIRE RESCUE'

Dramatic Film Record of N.Y. Fire Department's Trouble-Shooters In Action Will Be Broadcast on "Du Pont Show of Week"

"Fire Rescue," a dramatic film record of the actual operations of Rescue Company One, a trouble-shooting unit of specially-selected men in the New York Fire Department, will be broadcast in NBC-TV's "Du Pont Show of the Week" series Sunday, Sept. 30 (10-11 p.m. EDT).

The program is a presentation of Creative Projects, NBC News, headed by executive producer Irving Gitlin. Fred Freed is producer and Jack Fuller is writer-director.

For three months NBC cameras have been eyewitnesses to the exciting and highly dangerous work of the small corps of firefighters whose training and unusual skills have equipped them for the most challenging assignments. Freed, Fuller and a film crew, using ultra-mobile camera and sound equipment, have followed members of Rescue Company One day and night to multiple-alarm fires, on resuscitation calls and to other emergencies, and have filmed the men in action at close range.

Freed said the program is essentially the story of men against death. Records show that since 1865 the New York Fire Department has suffered one fatality in line of duty every five weeks.

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One such death occurred while "Fire Rescue" was being filmed. Fireman John Farragher of Rescue Company One was killed in a fire that swept a five-story loft at 390 Broadway last July 12. Firemen call that section of the city "Hell's Hundred Acres" because it has been the site of so many fatalities in their ranks.

"Fire Rescue" will show scenes of the fire at 390 Broadway, the search through the debris for Farragher and the tragic aftermath.

"We covered this tragedy as we did the many other operations involving Rescue Company One," Freed said, "and we are including it in our film record because it makes the point of the program -- that heroism is a requisite of the firefighter's job, that firemen put their own lives at stake every day to protect others."

Other scenes of "Fire Rescue" show Rescue Company One in action at a nine-alarm clothing store fire in Queens after three members of Rescue Company Four have been burned; searching a flaming Tenth Avenue tenement for occupants and giving first aid to fellow firemen who were overcome by smoke, and breaking through the wall of a West 23rd Street novelty store from a dangerously overheated adjoining roof to release the pent-up smoke and provide access for hose lines.

"Fire Rescue" focuses on Lt. William McMahon, in charge of the group, as he leads his men in their duties. There are scenes at Rescue Company One's quarters on West 43rd Street which introduce the other firemen -- George Planding, Thomas Baldwin, Charles Driscoll, Herbert Peterson, John McBride, Joseph Reres and Paul Geidel.

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NBC-New York, 8/28/62

NBC COLOR TELEVISION NEWS

August 28, 1962

LAS VEGAS NIGHT CLUB JOB UPSETS COMEDIAN'S HONEYMOON PLANS IN PREMIERE OF 'NEW JOEY BISHOP SHOW' COLOR SERIES

Marriage and honeymoon plans nearly come a cropper for TV comedian Joey Barnes (Joey Bishop) in "The Honeymoon," premiere broadcast of "The New Joey Bishop Show" color series Saturday, Sept. 15 on the NBC-TV Network (8:30-9 p.m. EDT).

On the eve of his wedding to Ellie (co-star Abby Dalton), Joey is asked to substitute for a night club entertainer at Las Vegas. He refuses, but learns a few hours after the marriage that his manager, Freddie (Guy Marks) has accepted the engagement beginning that night. Joey's first problem, without telling Ellie the truth, is to convince her that Las Vegas would be a better honeymoon site than Niagara Falls.

Joe Besser is featured as Jillson, the janitor of Joey's New York apartment house.

"The Honeymoon" was written by Iz Elinson and Fred S. Fox and directed by James V. Kern. Marvin Marx is producer and Danny Thomas is executive producer. "The New Joey Bishop Show" is filmed before a live audience at Desilu Studios in Hollywood.

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'SAM BENEDICT' DEFENDS WIDOW IN CONFLICT WITH PLAYBOY OVER BEQUEST IN PREMIERE OF NEW NBC-TV SERIES

While the jury is out in one case, attorney Sam Benedict (Edmond O'Brien) takes on another -- as counsel for an attractive widow in a contest with a playboy over her late husband's will -- in "Hannigan," premiere episode of the "Sam Benedict" series on NBC-TV Saturday, Sept. 15 (7:30-8:30 p.m. EDT).

Guest star Gene Raymond portrays playboy James Hannigan, who wants his large bequest in the will of his late brother to stand. He plans to marry the shapely but expensive Francine (Donna Douglas). Benedict, however, assures the widow (Katherine Bard) he can have the couple's daughter Bridgette (Tammy Marihugh) included in the will even though her father ignored her. Hannigan threatens to meet this move by exposing the fact that the child is adopted.

Between court appearances in both cases, attorney Benedict repeatedly is approached on other matters. On one occasion he is implored to handle a ridiculous $280 collection case. In another, a young lawyer, Hank Tabor (Richard Rust), asks for a job. Benedict tells him to see his secretary Trudy (Joan Tompkins) in the mistaken notion that he thereby has seen the last of the young man.

The cast includes Lloyd Bochner as Judge Bentham, Arthur Hansen as the prosecuting attorney, Fred Coby as the bailiff, Jess Kirkpatrick as the court clerk and Emily McLaughlin as Mabel Holdsworth.

The premiere episode was written by E. Jack Neuman, executive producer of the series, and directed by Boris Sagal. The musical theme and score for the series are by Nelson Riddle.

-----o----- NBC-New York, 8/28/62

August 28, 1962

OFFICERS TOODY AND MULDOON PREPARE FOR NEW CAPERS IN SECOND SEASON OF 'CAR 54, WHERE ARE YOU?'

The lilting theme song that ends with the plaintive call, "Car 54, Where Are You?" again will be the signal that starts the comedy capers of Officers Toody and Muldoon on NBC-TV Sundays (8:30-9 p.m. NYT, returning for the second season Sept. 16).

"Car 54, Where Are You?" -- an original weekly comedy series created by Nat Hiken -- stars the new comedy team of Joe E. Ross as Gunther Toody and Fred Gwynne as Francis Muldoon, improbable police prowl partners attached to New York's most improbable "precinct" -- the 53rd of The Bronx. They man the errant "Car 54" and become involved in comic misadventures stemming from their unusual approach to normal situations -- those that may occur in their own homes or in the lives of their fellow officers or the residents of the precinct.

Featured members of the cast include Beatrice Pons as Toody's wife Lucille; Al Lewis as Officer Leo Schnauser, Charlotte Rae as Schnauser's wife Sylvia, and Paul Reed as Capt. Block.

The series, one of the most successful new shows of the 1961-62 season, also occasionally features top name guest stars. Among those who have appeared are Molly Picon, Wally Cox, Maureen Stapleton, Jan Murray, Shari Lewis and Hugh Downs.

Hiken, creator-writer-producer of many highly popular radio and TV shows including Phil Silvers' "Bilko" TV series, got the idea for "Car 54" during a visit to a New York police precinct house. There he noted that policemen sounded and acted just like any other group of men at work.

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"I'd never seen policemen on TV talk or act like those guys," Hiken says. "Then an idea started churning for a TV comedy series that would concern the 98 percent part of the lives of most policemen in big cities. In other words, cops without robbers, police realism without violence, plus the human comedy that occurs in the precinct and private affairs of policemen."

"Toody and Muldoon are good cops," Hiken says, "even though they are not fist-swinging crime-busters or sleuths. Since the start of the series we have learned that there are 'Toodys' and 'Muldoons' in many police precincts -- not only in New York, but across the country."

"Car 54, Where Are You?" is filmed on location in New York City and at the Biograph Studios in The Bronx. The 1962-63 series will continue under sponsorship of the Procter & Gamble Company through the Leo Burnett Company Advertising Agency. It is produced by Eupolis Productions Inc.

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NBC-New York, 8/28/62

CREDITS FOR 'CAR 54, WHERE ARE YOU?' ON NBC-TV

Program:	"Car 54, Where Are You?"
Time:	NBC-TV Network, Sundays (8:30-9 p.m. NYT, returning Sept. 16, 1962)
Original Starting Date:	Sept. 17, 1961
Format:	Comedy series about policemen -- but cops-without-robbers -- in a Bronx, N. Y. precinct.
Stars:	Joe E. Ross as Officer Gunther Toody and Fred Gwynne as Officer Francis Muldoon
Cast:	Includes Beatrice Pons as Toody's wife Lucille, Al Lewis as Officer Leo Schnauser, Charlotte Rae as Schnauser's wife Sylvia, and Paul Reed as Capt. Block.
Creator:	Nat Hiken
Produced by	Eupolis Productions Inc.
Filmed at	Biograph Studios, Bronx, N. Y., and on location in New York City
Sponsor (and agency):	Procter and Gamble Company (Leo Burnett Co. Inc.)
NBC Press Representatives:	Al Cammann, New York; Rolf Gompertz, Burbank.

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NBC-New York, 8/28/62

NBC COLOR TELEVISION NEWS

August 28, 1962

'THE PRICE IS RIGHT'

Nighttime NBC-TV Color Series to Start Sixth Season in New Monday Night Time Spot--Daytime Color Version Will Enter Its Seventh Year

"The Price Is Right" nighttime color series enters its sixth season on NBC-TV this Fall -- a record for a network television audience participation program in prime time. The popular series moves to a new Monday time spot, 9:30-10 p.m. NYT, starting Sept. 17.

"The Price Is Right" daytime version, which enters its seventh year this Fall, will continue to be televised, in color, Monday through Friday from 11 to 11:30 a.m. NYT.

Starring Bill Cullen as host, the audience-participation series has consistently ranked among the most popular attractions on TV. Part of the reason, according to Bill Cullen, is the type of contestant chosen -- "the life-of-the-party type, the kind of person you'd ordinarily like to have visit your home."

Except for more valuable prizes being awarded on the night-time series, the game is the same on the daytime and nighttime programs. Four contestants compete at a time to guess the retail value of a wide variety of prizes through a system of bidding. At the end of the bidding the player who has come closest to the exact value, without exceeding it, wins the prize. (more)

The prizes vary -- as from barbecue grills to complete kitchens, from furniture to complete homes, from golf carts to station wagons. In addition, there is always the excitement of an unexpected bonus gift -- always valuable, frequently amusing.

Recently, for example, one bonus winner was sent to London with his wife for one week, during which time he had to sell neckties at 15 cents each. On his return he received $1 for each tie sold. Another bonus winner was sent to Miami Beach for a week, where he received $1,000 to work as a part-time hotel bellhop. One bonus winner's prize was a bit part in a movie being filmed in Spain, where she and her husband were also given a holiday.

A new home-viewer Sweepstakes has been introduced on the programs to give viewers an opportunity to win seats on the TV panel as contestants. All that is required is for viewers to guess the retail price of special Sweepstakes items. Five cards are picked -- weekly on the daytime programs, monthly on the nighttime show. The card with the closest guess, or the first one with the exact price, wins.

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NBC-New York, 8/28/62

NBC COLOR TELEVISION NEWS

August 28, 1962

CREDITS FOR 'THE PRICE IS RIGHT' DAYTIME AND NIGHTTIME COLOR SERIES ON NBC-TV

Time:	NBC-TV Network, in color -- Monday nights, 9:30-10 p.m. NYT (new time starting Sept. 17, 1962), and Mondays through Fridays, 11 to 11:30 a.m. NYT
Star:	Bill Cullen
Format:	Audience-participation game shows in which four panelists try to guess the retail values of displayed merchandise. Each week on the daytime show, and each month on the nighttime series, there is also a sweepstakes on which home viewers can bid via postcard, with the winners coming to New York to compete on the panel in addition to winning the sweepstake prize.
Models:	June Ferguson and Toni Wallace
Announcer:	Don Pardo
Packager:	Goodson-Todman Productions in association with the NBC-TV Network
Producer:	Bob Stewart

(more)

2 - Credits for "The Price Is Right"

Directors:	Paul Alter and Don Bohl
Associate Producer:	Beth Hollinger Ferro
Associate Director:	Michael Graham
Production Manager:	Edythe Chan
Unit Managers:	Ray Kupiec (nighttime) and Doug Skene (daytime)
Program Staff:	Don Scott, Marilyn Wolfe and Ken Abernathy
Set Designers:	Frank Schneider (nighttime) and Harry Miller (daytime)
Theme song:	"Sixth Finger Tune"
Sponsors (And Agencies):	Daytime series - Various Nighttime series - P. Lorillard (Lennen & Newell) and Whitehall Labs (Ted Bates & Co.) -- alternate weeks.
Original Starting Dates:	Daytime series - Nov. 26, 1956 Nighttime series - Sept. 23, 1957.
Origination:	NBC-TV's Colonial Theatre in New York
NBC Press Representatives:	Alan Patureau (New York).

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NBC-New York, 8/28/62

August 28, 1962

"IT'S A MAN'S WORLD"
- - -
New Full-Hour Comedy-Drama Series About Four Boys
On a Houseboat Starts Sept. 17 on NBC-TV

"It's a Man's World," a full-hour, filmed weekly comedy-drama series about four boys who live in a houseboat, makes its debut on the NBC-TV Network starting Monday, Sept. 17 (7:30-8:30 p.m. NYT).

The houseboat, nicknamed "the Elephant," is moored at a dock in a small college (Cordella) town in the Midwest. The houseboat dwellers will be played by Glenn Corbett, Michael Burns, Ted Bessell and Randy Boone, co-stars of the all-family series, which has been created as a "permanent character anthology" by its creator-producer-director Peter Tewksbury. Tewksbury served in the same triple capacity on the "My Three Sons" series.

Harry Harvey Sr., as owner of the dock where the houseboat is moored, will be a featured regular on the series about a college student who acts as guardian for his 14-year-old brother, a college boy who lives with the brothers on the houseboat, and a teen-age wanderer who came to dinner and decided to stay. The interplay of their lives in an adventurous atmosphere provides the basis for the weekly episodes.

Corbett, Bessell, Boone and Burns play the four houseboat dwellers -- Wes, Tom-Tom, Vern and Howie, kid brother of Wes.

Jan Norris portrays Irene, fiancee of Wes. She has performed on Broadway, in motion pictures and many TV series.

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Scott White, cast as Virgil Dobson, owner of the corner grocery store, plays his first TV role after a long career in little theatre and as a radio sportscaster in and around Tulare, Calif.

Kate Murtagh plays Mrs. Dobson. She has credits in four major motion pictures released this year, plus four in TV dramatic and variety shows.

Jeanine Cashell is cast as the Dobsons' teen-aged daughter, Alma Jean. She has performed at the Pasadena (Calif.) Playhouse, and in motion pictures and television.

Ann Schuyler, who portrays Tom-Tom's girlfriend Nora, appears on television for the first time, after an apprenticeship in little theatre and stock companies.

"It's a Man's World" is being filmed at Hollywood's Revue Studios. Peter Tewksbury is creator, producer and frequent writer-director of the full-hour series.

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NBC-New York, 8/28/62

CREDITS FOR "IT'S A MAN'S WORLD" ON NBC-TV

Time:	NBC-TV Network, Mondays (7:30 to 8:30 p.m. NYT)
Premiere Date:	Monday, Sept. 17, 1962
Format:	Filmed comedy-adventure series about four boys who live on the Elephant, a houseboat moored at a dock in a small Midwest college town.
Continuing Leads:	Glenn Corbett, Ted Bessell, Randy Boone, Michael Burns.
Cast Includes:	Harry Harvey Sr., Jan Norris, Scott White, Kate Murtagh, Jeanine Cashell, Ann Schuyler.
Producer:	Peter Tewksbury
Directors:	Peter Tewksbury and others
Writers:	Various
Associate Producer:	Jim Leighton
Story Editor:	James Menzies
Music by:	Jack Marshall
Director of Photography:	Ray Flin
Art Direction:	Ray Beal and John Lloyd
Supervising Film Editor:	David O'Connell
Film Editor:	Danford Greene
Set Decoration:	Perry Murdock
Produced by:	Revue Productions
Sponsors:	Various
NBC Press Representatives:	Norman Frisch, Hollywood, and Betty Lanigan, New York.

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NBC-New York, 8/28/62

August 28, 1962

'SAINTS AND SINNERS' STARTS SEPT. 17 ON NBC-TV

- - -

New Full-Hour Series of Life and Drama on Mythical New York Daily Newspaper Stars Nick Adams

Nick Adams will star as a hard-hitting young reporter on "Saints and Sinners," NBC-TV's new full-hour series about people involved in the life and drama of a New York daily newspaper, which starts Monday, Sept. 17 (8:30-9:30 p.m. EDT).

As Nick Alexander of the mythical New York Bulletin, he will cover headline stories in Manhattan's canyons, dealing with varied characters from the saintly to the sordid.

Adams was previously seen on TV for two seasons as "The Rebel," a rifle-carrying Civil War veteran in the Western badlands.

Joining Nick on the "Bulletin" staff -- and in the series -- are John Larkin as city editor Mark Grainger; Barbara Rush in the periodic co-starring role of Lizzie Hogan, Washington correspondent; Richard Erdman as Klugie, the photographer; and Robert Simon as copy editor Dave Tabak.

Episodes, in settings that range from posh Beekman Place to tenements, will reflect the human drama and pathos played out each day in the big city.

Each program will have a major guest star. Brian Donlevy, Lola Albright, Red Buttons, Joseph Cotten, Paul Muni, Lew Ayres, Irene Dunne, Tab Hunter and Kathy Nolan are featured in shows already filmed.

Adrian Spies, a former newspaperman himself, is creator, story consultant and head writer on "Saints and Sinners." He worked on the New York Mirror, Washington Post and St. Louis Post-Dispatch before

(more)

becoming a TV writer and winning acclaim for his plays in "Dr. Kildare," "G.E. Theatre," "Playhouse 90" and other series.

Describing the series, Spies says: "One week we might portray the anguish of a dope addict; the next, the joy of a small child's discovery of Central Park; then a murder or a romance, a gang war or the devotion of a parish priest. The action will be as flexible as the fabulous city of New York itself."

Spies and Marc Daniels, who will produce the series for Four Star Television and NBC, are determined to make "Saints and Sinners" an authentic portrayal of newspaper life -- without the gaudy theatrics of the old "Front Page" style reporter.

Directors will include such top names in television as Buzz Kulik, William Graham, Paul Wendkos and Don Medford. The series is being produced at Four Star Studios in Hollywood.

"Saints and Sinners" will be sponsored by Miles Laboratories and Warner-Lambert through their respective agencies, Wade Advertising and Lambert & Feasley Inc.

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NBC-New York, 8/28/62

CREDITS FOR 'SAINTS AND SINNERS' ON NBC-TV

Time:	NBC-TV Network, Mondays (8:30-9:30 p.m. NYT) starting Sept. 17, 1962
Format:	Stories about people caught in the life and drama of a mythical New York City daily newspaper, the New York Bulletin.
Starring	Nick Adams as Nick Alexander
Co-Starring	John Larkin as Mark Grainger
Occasional Guest Star:	Barbara Rush as Lizzie Hogan, Richard Erdman as Klugie.
Featuring:	Robert Simon as Dave Tabak.
Produced by	Four Star Television and Hondo Productions.
Created by	Adrian Spies
Executive Producer:	Dick Powell
Producer:	Marc Daniels
Production Supervisor:	Jack Sonntag
Editorial Supervisor:	Bernard Burton
Supervising Art Director:	Bill Ross
Music Composed by	Elmer Bernstein
Music Supervision:	Herschel Burke Gilbert
Director of Photography:	Wilfrid M. Cline
Art Director:	Jack DeShields
Production Manager:	Lloyd Allen
Wardrobe:	Robert B. Harris
Filmed at	New York and Hollywood by Four Star
Origination:	Burbank, Calif.
NBC Press Representatives:	Rolf Gompertz, Burbank; Alan Patureau, New York
Sponsors:	Miles Laboratories (Wade Advertising) and Warner-Lambert (Lambert & Feasley, Inc.)

-----o----- NBC-New York, 8/28/62

August 29, 1962

"DON'T CALL ME CHARLIE!"

- - -

Wrong Army Assignment Leads Draftee to Paris--and Romance--
In Premiere Episode of New NBC-TV Comedy Series

Newly licensed veterinarian Judson McKay (series regular Josh Peine) of Muscatine, Iowa, is drafted into the Army, commissioned a Lieutenant and whisked to Paris -- and the wrong command -- in "Vive Judson McKay," premiere episode of NBC-TV's situation comedy series, "Don't Call Me Charlie!" Friday, Sept. 21 (9:30-10 p.m. EDT).

Other featured series regulars appearing in this episode are John Hubbard as Col. U. Charles Barker (the Charlie of the title), Linda Lawson as Pat Perry, Cully Richards as Sgt. Wozniak, Alan Napier as Gen. Steele, Art Johnson as Cpl. Lefkowitz, Louise Glenn as Selma Yossarian, the Colonel's secretary, and Penny Santon as Madame Fatime, the landlady.

Gold-bricking Barker recommends temporary quarters for McKay until the error can be rectified. Once in Fatime's pension, he is attracted to his lovely neighbor, Pat Perry of Boston, secretary to Gen. Steele.

When Barker has Judson assigned back to the States, the young couple are disconsolate. But when Fatime spreads the word about the

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"chicken doctor" and McKay cures a parakeet belonging to a girl whose grandfather is first cousin to President De Gaulle, the Colonel has him reassigned to Paris.

Completing the cast are Monique Vermont as the French girl, Felix Lochner as the French man, Phillipe Chapelle as the French boy, Sandra Joslyn as the can can girl, Kaye Kirtland as the second French girl.

The McGuire Co. Inc. produces, and Don McGuire is the writer-director.

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NBC-New York, 8/29/62

NBC COLOR TELEVISION NEWS

August 29, 1962

'THE VIRGINIAN'--FIRST 90-MINUTE TV COLOR SERIES--STARTS SEPT. 19 ON NBC WITH NOTABLE CAST

- - -

Dramas Based on Owen Wister's Famous Novel

Filmed television moves into a new dimension this season when NBC-TV's "The Virginian" opens with a list of "firsts" aptly summed up as "the most ambitious and costly programming in network television history."

Based on stories from Owen Wister's classic American novel, "The Virginian," a new, 90-minute color series, will star Lee J. Cobb, James Drury in the title role, Douglas McClure, Pippa Scott, Gary Clarke and Roberta Shore.

The weekly series will start on the NBC Television Network Wednesday, Sept. 19 (7:30-9 p.m. NYT). At least one major guest star will appear in each episode, selected from a talent roster which includes well-known Broadway, Hollywood and television actors.

"The Virginian" will have a look unlike any current television fare. This will be provided by its 90-minute length -- which allows for full character development and expanded story-telling opportunity -- by color photography, location shooting, outstanding scripts and original musical scores.

"The Virginian" will be the first television series to have multiple production units functioning simultaneously under separate writer-producer and producer-director teams; the first 90-minute series

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with continuing characters and setting, the first 90-minute Western and the first 90-minute color series.

Three production units -- each carrying through one episode from casting to filming -- will assure adequate time in which to develop story properties in a manner heretofore used primarily by motion picture production companies.

The series will be produced by Revue Productions in association with the NBC Television Network. Richard Irving, executive vice president of Revue, will serve as executive producer of the series, and Charles Marquis Warren, former producer-director of "Gunsmoke" and creator-producer of "Rawhide," will be producer.

Drawn from stories in Wister's "The Virginian," hailed by critics as "the greatest Western novel ever written," the series is laid in the vast regions of the Wyoming Territory in the 1890s. It was here that a bitterly-contested battle was fought after the West was won -- the desperate stand of men and women of America's last frontier to preserve their vast cattlelands against the steadily encroaching influences of the urbanized East.

Produced four times as a motion picture and once as a stage play, "The Virginian" has sold more than 2,000,000 copies in the 60 years it has been in print as a novel.

The continuing TV cast -- the six central characters of the novel -- includes:

Lee J. Cobb as Judge Henry Garth, hard-driving pioneer and owner of the Sunk Creek Ranch where the Virginian works as foreman.

James Drury as the Virginian, a soft-spoken cowboy who stands by his own convictions in the turbulent community and embodies all the qualifications that have given the American cowboy a special appeal to audiences throughout the world.

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Douglas McClure as Trampas, an untamed cowpuncher torn between respect for the Virginian and a capacity for weakness and wildness.

Gary Clarke as Steve, the Virginian's happy-go-lucky friend whose chief pursuit in life is a good time.

Pippa Scott as Molly Wood, the strong-willed beauty who runs a crusading newspaper in the town of Medicine Bow, Wyoming Territory.

Roberta Shore as Betsy, Judge Garth's 15-year-old daughter who is alternately hopelessly in love with -- or angry at -- the Virginian, Steve and Trampas.

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NBC-New York, 8/29/62

NBC COLOR TELEVISION NEWS

CREDITS FOR 'THE VIRGINIAN' ON NBC-TV

Time:	NBC-TV Network color series Wednesdays (7:30-9 p.m. NYT), premiering Sept. 19, 1962)
Format:	Western drama series based on stories from Owen Wister's classic "The Virginian"
Executive Producer:	Richard Irving
Producer:	Charles Marquis Warren
Starring:	Lee J. Cobb as Judge Henry Garth
With:	James Drury as the Virginian
Co-Starring:	Douglas McClure as Trampas, Pippa Scott as Molly Wood, Gary Clarke as Steve and Roberta Shore as Betsy Garth.
Directors:	Various
Writers:	Various
Film Editors:	Lee Huntington and Danny Landres
Music Supervision:	Stanley Wilson
Original Music by	Max Steiner
Color Consultant:	Alex Quiroga
Set Decorator:	James M. Walters
Costumes:	Vincent Dee
Makeup by	Jack Barron
Packager:	Revue Productions Inc. in association with the NBC-TV Network
Sponsors:	Various
Origination:	Hollywood, Calif., and on location in Wyoming and California, on color film.
NBC Press Representatives:	Don Jones, Hollywood, and Charlie Gregg, New York.

-----o------ NBC-New York, 8/29/62

August 30, 1962

NBC NEWS TO PRESENT FILMS OF FIRST TELSTAR TV PROGRAMS TO LIBRARY OF CONGRESS

NBC News will present films of the first television programs relayed from space by the Telstar satellite to the Library of Congress for its historical records.

The films cover about 90 minutes of programming broadcast on NBC-TV July 10 and 11. William B. Monroe, Director, News, Washington, will make the presentation to the Library of Congress.

On July 10 from 7:30-8 p.m. EDT, NBC News broadcast the first TV pictures from space -- scenes of Andover, Me., sent to Telstar and relayed to a receiving station at Holmdel, N. J.

The first broadcast included statements by Frederick H. Kappel, chairman of the board of the American Telephone and Telegraph Company, and Newton N. Minow, chairman of the Federal Communications Commission.

Vice President Lyndon B. Johnson and prominent members of Congress were seen in Washington via Telstar.

That night (July 10), NBC News presented a re-cap of the first space signal, from 11:15 to 11:30 p.m. EDT.

The presentation also includes two NBC News specials July 11. From 7:30 to 7:45 p.m. EDT, NBC-TV carried the first TV pictures sent from Europe. This was a transmission by the French from Lannion on the Brittany coast, and included Paris scenes and songs by Yves Montand and Michele Arnaud.

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At 10:30 p.m. EDT July 11, Chet Huntley appeared on a special half-hour program, "The Telstar Story." With films taken abroad at the European transmission stations, Huntley backgrounded the historic achievement. He also showed the first British transmission to the west via Telstar, which included mainly control room scenes.

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NBC-New York, 8/30/62

TWO NEW APPOINTMENTS ARE ANNOUNCED IN EXPANSION
OF NBC NEWS OPERATIONS IN WASHINGTON

As part of a series of moves by NBC News to expand its operations in Washington, two new appointments to NBC News' Washington bureau were announced today by William B. Monroe Jr., Director, NBC News, Washington.

John S. Klaric Jr., formerly with CBS News, has been appointed Administrative Manager, NBC News, Washington.

Ron Nessen, formerly with United Press International, has been named Supervisor of Syndication, NBC News, Washington.

Earlier this month it was announced that NBC News was making its full international staff and facilities available to WRC and WRC-TV, NBC-owned stations in Washington, to strengthen the coverage of the stations. This was accomplished by incorporating the stations' news staff in the NBC News Washington bureau.

Klaric has been with CBS News since 1955. For the past two years he was Operations Manager. Before that, he served as assistant to the President and Vice President, Administration, for the News Division. He joined the network as Operations Administrator in the Film Production Department.

From 1950 to 1954 he was with the State Department and the United States Information Agency. During this time he spent three years in Germany as Administrator for the Film Division in the office of the U. S. High Commissioner for Germany.

Klaric was born in St. Louis, Mo., on Nov. 5, 1922. Following service in the South Pacific with the Marine Corps, he entered Georgetown University in Washington, D. C., and was graduated in 1949 with a B. S. in foreign service. The next year he attended the State Department's Foreign Service Institute.

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Klaric, his wife and their five children live in Glen Cove, L. I., N. Y.

Nessen, 28, has been with U. P. I.'s Washington bureau since 1957. He has worked as a script writer for the U. P. I. newsreels and, more recently, as a reporter and editor. He was also a reporter on the Montgomery County Sentinel in Rockville, Md., and a newsman for two Virginia radio stations: WARL in Arlington and WEPM in Martinsburg.

A native of Washington, Nessen is a graduate of American University there. He lives with his wife and two children in Kensington, Md.

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NBC-New York, 8/30/62

PREMIERE

August 30, 1962

A SHIP IS 'LOST' IN A POKER GAME--AND SAVED--IN FIRST EPISODE OF NEW COMEDY SERIES, "ENSIGN O'TOOLE"

Ensign O'Toole (series star Dean Jones) almost jeopardizes international relations by introducing Chief Petty Officer Homer Nelson (co-star Jay C. Flippen) as an admiral to join a poker game at an exclusive Japanese club, in "Operation: Kowana," premiere episode of "Ensign O'Toole," NBC-TV's new sea-going comedy series, Sunday, Sept. 23 (7-7:30 p.m. EDT).

Nelson "loses" his ship, the U. S. S. Appleby, to Mr. Kumagae (Mako), an influential Japanese who demands immediate payment, when the latter shows a "crub frush" (club flush). But O'Toole prevents an international incident and saves Nelson's stripes by inviting Kumagae aboard ship. He stalls the new "owner's" request for a ride around the harbor by telling him the ship cannot move until 15,000 gallons of fuel are pumped aboard. Faced with paying for a "rot of gasorine" (lot of gasoline), Kumagae settles the bet for cash.

Other regular series co-stars appearing include Jack Mullaney as Lt. Rex St. John, Jack Albertson as Lt. Commander Virgil P. Stoner and Harvey Lembeck as Seaman Gabby DiJulio. Featured regulars include Beau Bridges as Seaman Spicer and Bob Sorrells as Seaman White.

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"Operation: Kowana" was written by Bill Davenport, head writer for the series, and directed by Hy Averback, who is also the producer. Bob Claver is associate producer. Other writers include Sheldon Keller, Howard Merrill, James Allardice and Tom Adair.

"Ensign O'Toole" is based on the book, "Ensign O'Toole and Me," by Bill Lederer. The series is filmed at Four Star Studios in Hollywood.

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NBC-New York, 8/30/62

CREDITS FOR "ENSIGN O'TOOLE" ON NBC-TV

Title:	"Ensign O'Toole"
Time:	NBC-TV, Sundays 7-7:30 p.m. EDT, starting Sept. 23.
Format:	A half-hour comedy series about the destroyer U. S. S. Appleby and the antics of its zany crew.
Star:	Dean Jones as Ensign O'Toole
Also Starring:	Jay C. Flippen as Chief Petty Officer Homer Nelson, Jack Mullaney as Lt. (J.G.) Rex St. John, Harvey Lembeck as Seaman Gabby Di Julio, Jack Albertson as Commander Virgil Stoner.
With:	Beau Bridges as Seaman Howard Spicer, Bob Sorrells as Seaman Claude White.
Producer:	Hy Averback
Associate Producer:	Bob Claver
Director:	Various
Head Writer:	Bill Davenport
Writer:	Sheldon Keller, Howard Merrill, James Allardice, Tom Adair and others
Produced by	Four-Star Studios, Hollywood.
Sponsors (and Agency):	Liggett & Myers Tobacco Company and Ford Motor Company (both through J. Walter Thompson Company).
NBC-TV Press Representatives:	Doug Gordon, Hollywood, and Bob Goldwater, New York.

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NBC-New York, 8/30/62

NBC COLOR TELEVISION NEWS

August 30, 1962

HIGH-RATED 'BONANZA' COLOR SERIES TO START FOURTH SEASON OF WESTERN DRAMAS ON NBC-TV SEPT. 23

"Bonanza," television's first and most successful full-hour color filmed series, starts its fourth year on the NBC-TV Network Sunday, Sept. 23 (9-10 p.m. EDT).

Produced by David Dortort and starring Lorne Greene, Pernell Roberts, Dan Blocker and Michael Landon, "Bonanza" rates, in most polls, as one of TV's top shows.

The award-winning program premiered on the network in September, 1959, and, for the first two seasons was shown on Saturday nights until the Chevrolet Motor Division of General Motors Corporation, through its Campbell-Ewald Company agency, bought it at the start of last season to fill its Sunday night time spot occupied for many years by Dinah Shore. Chevrolet will sponsor the show again this season.

Filmed at Paramount Studios in Hollywood, the Western series offers all the excitement and struggle of the gold and silver rush days in and around the scenic Lake Tahoe country of California and Nevada -- still one of the most beautiful, unspoiled areas in America. The dramas are presented through the eyes of the fictional Cartwright family -- Ben (the father), played by Greene, and sons Adam (Roberts), Hoss (Blocker) and Little Joe (Landon). The Cartwright home is "The Ponderosa," 1,000

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square miles of timbered land that stretches the length of the eastern shore of Lake Tahoe.

A film crew and "Bonanza's" four stars made their fourth trip to Lake Tahoe this Summer, where they spent two weeks filming new background scenes for the coming season.

Guest stars again will fill important roles in the series as they have in the past, according to Dortort. Such names as Franchot Tone, Ida Lupino, Lee Marvin, Dan Duryea, Ruth Roman, Jane Greer, Lloyd Nolan and Vaughn Monroe graced the guest star roster in the past.

Various directors and writers again will be assigned to stories and, for the fourth straight year, David Rose will do the musical scores for each episode. Haskell Boggs and Walter H. Castle also will return for another season of directing cinematography.

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NBC-New York, 8/30/62

NBC COLOR TELEVISION NEWS

August 30, 1962

CREDITS FOR 'BONANZA' COLOR SERIES ON NBC-TV

Title: "Bonanza"

Date and Time: Sundays (9-10 p.m. NYT) in color (fourth season starts Sept. 23, 1962)

Original Starting Date: Sept. 12, 1959

Format: Full-hour Western film series in color, set in the Lake Tahoe country of Nevada during the days of the silver and gold rushes. Stories are told through the eyes of the fictional Cartwright family.

Starring: Lorne Greene as Ben Cartwright.
Pernell Roberts as Adam Cartwright.
Dan Blocker as Hoss Cartwright.
Michael Landon as Little Joe Cartwright.

An NBC-TV Network presentation.

Filmed at: Paramount Studios in Hollywood, Calif.

Producer: David Dortort

Directors: Various

Associate producer: James W. Lane

Production Executive: Bob Stillman

Music by David Rose

Director of Photography: Haskel Boggs and Walter H. Castle

Story Consultant: Frank Cleaver

Color Consultant: Edward P. Ancona

'Bonanza' song: Jay Livingston and Ray Evans

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2 - Credits for 'Bonanza'

Art directors:	Hal Pereira and Earl Hedrick
Edited by	Ellsworth Hoagland, Everett Douglas and Marvin Coyle
Unit Manager:	Kent McCray
Casting Supervisor:	William Maybery
Assistant Directors:	Ralph E. Black and J. Walter Daniels
Set Decoration:	Sam Comer and Grace Gregory
Sound Recording:	Lyle Figland and Joel Moss
Sponsor (and Agency):	Chevrolet Motor Division of General Motors Corporation (Campbell-Ewald Company)
NBC Press Representatives:	Doug Duitsman, Burbank, and Al Cammann, New York.

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NBC-New York, 8/30/62

FULL-HOUR PROGRAM ON "THE AMERICAN INDIAN" WILL BE PRODUCED BY NBC-TV'S PROJECT 20 IN "SPIRIT AND MANNER" OF HIGHLY ACCLAIMED "REAL WEST" BROADCAST

FOR RELEASE TUESDAY A.M. SEPT. 4

The American Indian will be the subject of a full-hour "Project 20" program to be produced for the NBC-TV Network, Donald B. Hyatt, producer-director of "Project 20," announced today.

The program, titled "The American Indian," will be done in the "spirit and manner" of "The Real West," Hyatt said, and, like it, will cover approximately the years 1849 to the turn of the century. "The Real West," which starred the late Gary Cooper as storyteller, was a warmly-acclaimed "Project 20" production last year. A playdate for the new program will be announced soon.

"Our theme will be the inevitable tragic conflict between the Indian and the white man when America was moving West, the Indian was in the way, and there were more of us than there were of him," Hyatt said. "We would have been shocked to have to acknowledge that we were committing genocide, but in subduing the Indian we destroyed a wealth of culture that would have been a great contribution to the nation."

Associated with Hyatt in making "The American Indian" will be the same production team that was with him for "The Real West." Phil Reisman Jr. will write the script, and Robert Russell Bennett will compose the orchestral score. Robert Garthwaite will be associate

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producer, and Daniel W. Jones will be chief of research. Reisman won a Writers Guild of America award last year for his script for "The Real West," cited as "best documentary" in the Guild's TV-Radio Script Awards.

The program will attempt to portray the Indian in human terms rather than merely as an adversary of the white man. "We want to show what the Indian culture was like in terms of family life, religion, economy and tribal warfare," Hyatt noted. "Many of us have been brought up to believe the Indian a savage, yet his culture was, in many cases, highly advanced even beyond the white man's."

Visually, the program will apply the famous "Project 20" still-pictures-in-action technique to period photographs and to historic paintings by the Indians themselves and by such artists as Shreyvogle, Remington and Russell.

New film footage will be made by the "Project 20" unit in visits to some of the village sites and battle sites that still remain much as they were, among them Little Big Horn, scene of Custer's last stand. "It is still possible to show what some of the land was like to those who lived on it before it was carved up into real estate for the white man and reservations for the Indians," Hyatt said.

The program will focus on the Plains Indians as "representative of and epitomizing" the Indian problem and culture. It will not be confined to a single tribe but, in a kind of composite, will touch upon the Blackfeet, the Sioux, the Cheyenne, the Apache and others.

Narration will be "as much as possible" in the Indians' own words, Hyatt said. "There is beauty and richness and eloquence in the simplicity of their expression, and we will draw upon journals, diaries and other writings of the time."

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The program will offer a gallery of portraits of personalities, Indian and white, with their testimony on the irreconcilable conflict between the two cultures: Presidents Buchanan through Cleveland, Indian Bureau agents, peace commissioners, Army officers and assorted and anonymous settlers on the one hand, and Sitting Bull, Geronimo, Chief Joseph, Wokova, Crazy Horse, Black Kettle, Big Foot, Ten Bears and Cochise, among others, on the other hand.

The program's climax will be the 28-Year War, the longest and most ignominious in the history of the nation, fought on the plains, the mountains and the desert. The program will touch upon such battles as the New Ulm Massacre (1862), Sand Creek Massacre (1864), Little Big Horn (1876) and Wounded Knee Massacre (1890). When the war was over, a culture had disappeared and the Indian was brought to say, in the words of Chief Joseph: "I am tired; my heart is sad and sick. From where the sun now stands, I shall fight no more forever."

"Somehow," Hyatt said, "this seems to say 'The End'."

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NBC-New York, 8/31/62

August 31, 1962

PREMIERE

THREE YOUTHS ON A HOUSEBOAT ENCOUNTER A FOLK SINGER
IN PREMIERE EPISODE OF "IT'S A MAN'S WORLD"

Two college boys and a kid brother who live on "The Elephant," a houseboat in an old Ohio River campus town, encounter a husky young folk singer fresh from the backwoods, in "Four to Go," premiere episode of "It's a Man's World" on NBC-TV Monday, Sept. 17 (7:30-8:30 p.m. EDT).

Troubles increase for hard-working Wes Macauley, 24. After he gets a stiff tax bill for "The Elephant," his 14½-year-old kid brother Howie loses the month's receipts from his paper route.

Vern Hodges, 18, wanders into Cordella township with his suitcase and guitar--and finds the lost $32. Searching for the money, at the same time, are Howie, Wes and their friends. They include Tom-Tom DeWitt, 20, wealthy, and a free-spirit collegian who rooms on the boat; Irene Hoff, fiancee of Wes; Irene's married sister, Helen; Mrs. Dobson, whose husband owns the corner grocery store; their teen-aged daughter, Alma Jean; and Mr. Scott, who runs the gas station where Wes works his way through college.

Playing the series leads in the roles of the four young men are Glenn Corbett as the reliable Wes, Ted Bessell as the blithe Tom-Tom, Randy Boone as the uncomplicated Vern Hodges and Michael Burns as bubbling Howie. In recurring roles as supporting players are Harry

(more)

Harvey Sr. as Mr. Houghton Stott, Jan Norris as Irene, Kate Murtagh as Mrs. Dobson, Jeanine Cashell as Alma Jean, and Sally Mills as Helen. Others will appear in later episodes.

The episode "Four to Go" was directed by Peter Tewksbury, creator and producer of the series. It was written by co-creator and associate producer Jim Leighton and story editor James Menzies.

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NBC-New York, 8/31/62

NBC TELEVISION NETWORK NEWS

August 31, 1962

'THE BULLWINKLE SHOW,' ANIMATED CARTOON SERIES OF COMIC ADVENTURES, STARTS SECOND SEASON SEPT. 23

"The Bullwinkle Show, an animated cartoon series will begin its second season on the NBC-TV Network in a new time period Sunday, Sept. 23 (5:30-6 p.m. EDT). The series will be presented in black and white only -- not in color as previously announced.

Designed for family appeal, "The Bullwinkle Show" offers sophisticated humor and satire for adults, and action and adventure in comedy situations for the younger set.

Each show has opening and closing episodes relating the cliffhanger adventures of Bullwinkle Moose, the only moose in the world who walks on two legs, and his sidekick, Rocket J. Squirrel, a jet-age flying squirrel. They spend most of their time battling a pair of villainous but comic spies, Boris Badenov and Natasha Fatale.

Other regular segments include "Fractured Fairy Tales," with Edward Everett Horton narrating off-beat versions of popular fairy tales; the zany adventures of Dudley Do-Right, a Northwest Mountie who, by chance, usually gets his man (Snidely Whiplash); "Peabody's Improbable History," featuring Peabody, a brilliant and wealthy dog, and his adopted boy, Sherman, who together travel back into time through the use of Peabody's invention, the Wayback Machine; and "Aesop and Son," with Charlie Ruggles providing the voice of Aesop in unusual accounts of his fables.

"The Bullwinkle Show," created by Jay Ward and Bill Scott, is produced by Producers Associates of Television Inc., with Peter M. Piech as executive producer.

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CREDITS FOR 'THE BULLWINKLE SHOW' ON NBC-TV

Time:	NBC-TV Network, Sundays, in black and white, 5:30-6 p.m. EDT. (New time period starting Sept. 23).
Format:	An animated cartoon series offering sophisticated humor and satire for adults, and action and adventure for the younger set.
Starring:	Bullwinkle J. Moose
Co-Starring:	Rocket J. Squirrel, Peabody the Genius Dog, Dudley Do-Right of the Mounties, Natasha Fatale, Boris Badenov and other cartoon characters.
Characters Created by	J. Ward and Bill Scott
Produced by	Jay Ward and Bill Scott and Producers Associates of Television, Inc.
Executive Producer:	Peter M. Piech
Directors:	Bill Hurtz, Ted Parmelee, Lew Keller, Gerard Baldwin
Writers:	Chris Hayward, Lloyd Turner, Chris Jenkyns, Al Burns, George Atkins
Voices:	Edward Everett Horton, Charlie Ruggles, Hans Conried, June Foray, Paul Frees, Bill Conrad, Walter Tetley
Segments include:	Bullwinkle's Poetry Corner, Sam the Native, Fractured Fairy Tales, Peabody's Impossible History, Aesop and Son
Original Music Composed by	Fred Steiner and Dennis Farnon
Theme Song:	"The Ponsonby B. Britt Anthem"
Sponsors (and Agencies):	General Mills Inc. (Dancer-Fitzgerald-Sample Inc.) and Emenee Industries Inc. (Abco Advertising Corporation).
NBC Press Representatives:	George Marakas, Burbank; Bob Goldwater, New York.

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NBC-New York, 8/31/62

NBC COLOR TELEVISION NEWS

August 31, 1962

BROADWAY ACTORS TO BE GUEST PRODUCERS OF 'SHARI LEWIS SHOW'

A stageful of Broadway actors will become television producers this season via "The Shari Lewis Show," which starts its third year on NBC-TV Saturday, Sept. 8 (10-10:30 a.m. EDT in color).

Joshua Shelley, recently of "Do-Re-Mi," will produce the Sept. 8 program. Other guest producers, on dates to be announced, will be actor Larry Blyden, who will direct "Harold" on Broadway this Fall; Douglas Campbell, recently of "Gideon"; Ronnie Graham and Ezra Stone.

Broadway directors John Gerstad ("Seven Year Itch") and Jed Horner ("Fair Game") also will guest-produce half-hours for Shari.

The Broadway flavor will again be evident in front of the cameras, as it has for the previous two years of the award-winning "Shari Lewis Show." Guests listed so far include Jerry Orbach of "Carnival," David Burns of "A Funny Thing Happened on the Way to the Forum," Mort Marshall of the upcoming "Little Me," Dom DeLuise of "Little Mary Sunshine," and Pierre Olaf, formerly of "La Plume de Ma Tante." In addition, Margaret Hamilton, famed as the Wicked Witch in the movie "The Wizard of Oz," will make a return appearance on "The Shari Lewis Show."

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CREDITS FOR TWO-DAY WORLD SERIES OF GOLF

COLOR COVERAGE ON NBC-TV NETWORK

Dates and Time: NBC-TV color broadcasts, Saturday and Sunday, Sept. 8 and 9 (4:30-6 p.m. EDT).

Program Summary: Play at the final six holes on both days of the first World Series of Golf, 36 holes of medal-play competition, at the Firestone Country Club in Akron, Ohio. Nine color TV cameras will be used for the coverage.

Contestants: Jack Nicklaus, U. S. Open champion. Arnold Palmer, Masters and British Open champion.

Prize Money: First place - $50,000 (largest single award ever offered in professional golf competition). Second place - $15,000. Third place - $10,000.

Facts on Course: Firestone, site of the 1960 PGA Championship and the annual American Golf Classic, is a par 70, 7,165-yard course.

Holes being televised are:

No. 13 -- 460 yards, par 4

No. 14 -- 410 yards, par 4

No. 15 -- 230 yards, par 3

No. 16 -- 625 yards, par 5

No. 17 -- 390 yards, par 4

No. 18 -- 465 yards, par 4.

(more)

Commentators:	Chick Hearn reporting from towers at 13th, 15th and 17th holes. Bud Palmer reporting from towers at 14th, 16th and 18th holes. Bob Rosburg and Jack Drees reporting on a special wireless microphone while walking along with the golfers.
Producer:	Perry Smith.
Directors:	Harry Coyle and Marc Breslow.
Technical Directors:	Jim Davis and Bill Patterson.
Unit Manager:	Roy Hammerman.
Executive Producer:	Walter Schwimmer.
Associate Producer:	Arthur E. Pickens Jr.
Golf Coordinator:	J. Edwin Carter.
Sponsors (and Agencies):	Zenith Radio Corporation (Foote, Cone & Belding Inc.) and Amana Refrigeration Inc. (MacFarland, Aveyard & Company).
NBC Press Representative:	Bob Goldwater, New York.

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NBC-New York, 8/31/62